TECHNOLOGY DEPT.

First Copy

A National Newspaper for Every Branch of the Industry

Automotive Daily News

★CARS★ SHOP EQUIPMENT TRUCKS ★★AVIATION★★ PARTS ACCESSORIES ★TIRES★

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October Car and Truck Output in U. S.-Canada Totaled 51,857 Units

Official Count Records Canadian Gain, With Drop For United States; Total Compares With 80,142 in 1931

Washington, Nov. 28.—Manufacturers' sales of automobiles for October registered a neat increase in Canada, but slid downward considerably in the United States, according to figures just released by the Department of Commerce.

United States sales amounted to 48,934, of which 35,334 were passenger cars, 13,595 were trucks and 5 were taxicabs. This contrasts with September sales of 84,141, of which 64,735 were passenger cars, 19,393 were trucks and 13 were taxicabs. October sales in 1931 amounted to 80,142 units and in October, 1930, they amounted to 154,401.

Canadian sales for October were 2,923, of which 2,361 were passenger cars and 562 were cabs. This is against September figures of 2,342, of which 1,741 were passenger cars and 601 were trucks. Though Canadian truck sales fell off slightly, the increase in passenger car sales is sizable and healthy.

Both Canada and the United States showed rather heavy drops in the first ten months of 1932, as compared to the same periods in 1931 and 1930.

United States sales for the first ten months of 1932 amounted to 1,205,967, as against 2,199,330 in the same period of 1931 and 3,063,531 in 1930.

Canadian sales for this period amounted to 56,473, in comparison to 78,942 in the first ten months of 1931 and 143,163 in the same period of 1930.

AUTOMOTIVE STEEL BUYING IMPROVES

Youngstown, O., Nov. 28.—Automobile steel buying continues to offset a gradual decline in volume of steel purchased by miscellaneous consumers and came to the Youngstown districts substantially enough this week to reopen an idle sheet plant and lift strip output to a small degree. Buying of sheets, strip and bars for the automotive industry is improving in contrast to the declining market for pipe, another of the Youngstown section's leading products.

Twenty-one of eighty-three open-hearth steel furnaces in the Mahoning and Shenango valleys are operating this week, according to surveys by valley trade authorities. This represents a gain of one furnace from the total last week and of two from the low point of the week before that.

Mahoning Valley Steel Company resumed production on a restricted basis at its Niles sheet plant on November 27, with three of eight mills under power. Two sheet plants included in properties of the Youngstown Sheet and Tube Company will operate the latter part of the week, if orders hold up, and the Republic Steel Corporation is expected to operate at least one sheet plant. All three of Republic's strip mills at Warren, O., will work part of the week, and the Warren plant, which ships heavily to the Detroit district and other automotive centers in normal times, is probably the most active independent steel plant in the Youngstown section.

Carnegie Steel Company helped some by demand for automobile shapes, is operating its Mahoning

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CANADIAN OCTOBER CAR FINANCING OFF DURING OCTOBER

Montreal, Nov. 28.—The figures for automobile financing compiled by the Dominion Bureau of Statistics show a decrease in October, 1932, as compared with September, 1932, and indicate a falling off in financing as compared with the corresponding month (October) in 1931. The per cent. change is —40.6.

The total number of cars financed was 4,357 in October, 1932; 5,018 in September, 1932, and 6,435 in October, 1931, and the amount involved was $1,580,935 in October, 1932; $1,896,507 in September, 1932, and $2,662,144 in October, 1931.

New cars financed were 1,253 in October, 1932; 1,499 in September, 1932, and 1,891 in October, 1931; while used cars financed were 3,104 in October, 1932; 3,519 in September, 1932, and 4,544 in October, 1931. Financing of new cars amounted to $718,088 in October, 1932; $938,254 in September, 1932, and $1,324,452 in October, 1931. Financing of used cars amounted to $862,847 in October, 1932; $958,253 in September, 1932, and $1,337,692 in October, 1931.

USE OF HIGHWAYS HOLDS UP WELL IN DEPRESSION

Washington, Nov. 28.—Highway transportation will be an $11,000,000,000 enterprise even in 1932, the third year of the depression, according to a study made by the general committee of the Highway and Building Congress to be held in Detroit, January 16-20. This figure was arrived at by determining probable mileage of motor vehicle travel and multiplying it by the average cost of vehicle operation per mile.

"Indications point to a gasoline consumption in the neighborhood of 15,000,000,000 gallons this year," says the analytical statement. "The average vehicle is estimated to yield twelve miles to the gallon of fuel, which indicates that total mileage traversed will be 180,000,000,000.

"The most searching study of vehicle operating costs, made by the engineering department of Iowa State College, places the expense for the average car at 6.4 cents per mile. Multiplying the 180,000,000,000 total mileage by this figure gives a product of $11,520,000,000. Nine items are included in the estimated cost per mile of operation. They are fuel, oil, tires and tubes, maintenance, depreciation, registration fee, garage, interest and insurance."

Pointing out that, although this year will show a decline in motor vehicle use as compared with 1930 and 1931, it will compare favorably with the figure for 1929, Charles M.

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December Output Estimated At 125,000 Units; Ahead of '31

Reduction of Dealer Stocks Sets Stage for Production Increase in Last Quarter; Plants Active at Present

Detroit, Nov. 28.—With the announcement by the Department of Commerce of its revised production total for October, complete details of which appear in another column of this issue, we are able to get a more definite picture of the final quarter's output activities.

The revised total for October shows an output of 51,857 vehicle units for the industry.

This compares with 80,142 units produced in October last year.

On November 16, Automotive Daily News, from definite production facts and schedules then known estimated that November output might run to 90,000 units. Nothing had happened since to change this estimate materially. Ford has continued production, though the rate at this plant may have been slowed down somewhat; there is nothing definite in this regard. On the other hand Plymouth and Chevrolet have gone ahead producing at or ahead of the schedules that had been set. Since then Buick, Dodge, Studebaker and Rockne have swung into production on their new stuff. By production in this case we mean assembly of vehicles. All plants are now producing parts of various sorts and in all of them vehicle production nears.

From what we now know, it seems reasonable to believe that December production will not only surpass that of November, but will show a gain over that of the same month in 1931, when 123,973 vehicle units were built. Perhaps it will be safe to estimate December output at 125,000 vehicles.

The most important contributing factor to this situation is the reduction of dealer stocks which has been going on all year, and with increasing intensity during the past few months. The clean-up of 1932 cars has been the most complete in history since the automotive industry became a major business. This obviously sets the stage for increased production in December simply to supply dealer needs, even though

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HUFSTADER WILL HEAD BUICK SALES; LEWALD HEADS ADVERTISING

Detroit, Nov. 28.—W. A. Blees, general sales manager of the Buick-Olds-Pontiac Sales Company, announces the appointment of W. F. Hufstader as Buick sales manager, to take the place of George H. Wallace, who has been transferred to the General Motors Export Company.

W. F. Hufstader

Hufstader has been central regional manager, with headquarters in Chicago, since the organization of the Buick-Olds-Pontiac Sales Company and has been associated with the Buick Company in sales and merchandising capacities for a number of years. His first position with Buick was as director of used car advertising, later becoming busi-

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WAYNE COUNTY SALES SHOW BIG JUMP IN WEEK ENDED NOV. 25

Detroit, Nov. 28.—Wayne county registrations for the week ending last Friday showed a big jump over the preceding week, undoubtedly due to Plymouth coming on the market and other '33 models not yet out but in factory and dealer service being titled.

The count is 313 passenger cars and 54 trucks, as against 146 cars and 25 trucks the week before. Compared with the same period a year ago, the latter had the edge with 435 cars and 50 trucks.

TRUCKS HAUL BIGGER SHARE OF LIVE STOCK

Duluth, Minn., Nov. 28.—Improved highways has been an important factor in the tremendous growth the motor truck freight industry has enjoyed the past nine years in the hauling of livestock from the farms in Minnesota and northwestern Wisconsin to the stockyards in South St. Paul, Minn, according to information just released by the Minnesota State Highway Department.

The total number of truck loads of livestock carried into South St. Paul stockyards in 1923 was 27,890; in 1931 this number had increased to 143,154.

The rapid growth of the motor truck freight industry in this line of transportation may be ascertained from the following tabulation of the number of head of livestock moved by rail and by truck in each of the nine years, which tabulation was furnished by the Minnesota State Highway Department:

	By Rail	By Truck	Total
1923.....	4,948,355	196,120	5,144,475
1924.....	5,300,450	253,730	5,554,180
1925.....	5,448,003	375,891	5,823,894
1926.....	5,624,189	519,454	6,143,643
1927.....	4,805,151	587,660	5,492,811
1928.....	4,532,593	762,895	5,294,488
1929.....	4,541,164	909,528	5,450,692
1930.....	4,153,761	1,311,454	5,465,215
1931.....	4,125,648	2,245,244	6,370,892

DE SOTO TO LAUNCH 1933 SALES CAMPAIGN IN DETROIT THURSDAY

Detroit, Nov. 28.—The De Soto Motor Corporation will sound the opening gun of an aggressive 1933 business campaign Thursday, December 1, in Detroit, when the company will stage the first of a series of twenty-seven nation-wide sales meetings.

The meetings are being held to acquaint the De Soto field sales staff and the dealer organization with plans which De Soto has arranged for a bigger year in 1933. More than 5,000 people will attend the sessions, which will be held from coast to coast between now and December 19.

The entire program will be under the joint direction of Byron C. Foy, president of De Soto, and Roy Peed, general sales manager.

The Detroit meeting Thursday, which will mark the launching of the nation-wide series, promises to be one of the most unusual ever staged by De Soto. The opening session will be held in the Wilson Theater at 10 o'clock a. m., and more than 750 people are expected to attend.

Included in the gathering will be executives of the Chrysler corporation, the entire nation-wide De Soto field organization and all De Soto dealers and salesmen from Michigan, Indiana and northern Ohio. In addition there will be more than 100 of the larger De Soto dealers from distant points throughout the country.

Following luncheon at 1 o'clock, the Michigan, Ohio and Indiana dealers will return to the Wilson Theater for a special program, while other members of the party will visit the Chrysler engineering building in Highland Park, where they

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MISSISSIPPI LICENSE PLATES LOCK TO CAR

Jackson, Miss., Nov. 28 (UTPS).—The new Mississippi license tags which went on sale here last week are introducing something new in the way of automobile license tags. They feature a lock which makes it impossible for the tags to be removed from automobiles without defacing the tags.

The tags were invented by a Jackson man and were manufactured by a St. Louis manufacturer by contract with the state.

The purpose of the lock tags is to minimize stealing of automobile tags from cars for which they were issued and placing them on other stolen cars, as well as to keep owners from removing tags and placing them on other cars for which they were not issued.

WILLYS TO SPEAK AT N.A.F.C. MEETING

Chicago, Nov. 28.—How the world outside of the Unied States has responded to the growing popularity of installment sales will be brought out at the convention of the National Association of Finance Companies in New Orleans, December 6, 7 and 8. The association, which is the spokesman for the specialized credit institutions serving partial payment buyers of automobiles and other goods, has a special committee on Canadian Business Practice, and another on Canadian Legislation, both of which are expected to present reports of their year's studies at the convention.

C. C. Hanch, Chicago, general manager of the association, announced today that a headline speaker of the December meeting will be the Hon. John N. Willys, chairman of the board of the Willys-Overland company, and former United States Ambassador to Poland. The function of the finance companies in extending the market for automobiles among average income consumers gives particular sig-

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AUTOMOTIVE STEEL BUYING IMPROVES

(Continued from Page 1)

Valley plants at 27 per cent. of capacity or fractionally lower. Nearly half the company's open hearths at this plant are operating on a schedule similar to that in effect in the Shenango Valley plants.

Sharon Steel Hoop Company is operating again at 18 per cent. of capacity, while Youngstown Sheet and Tube is unchanged at 12 per cent.

MORSE TWIST DRILL ADDS CHICAGO STOCK

Chicago, Ill., Nov. 28.—In order to more effectively care for the requirements of the users of Morse tools the Morse Twist Drill and Machine Company of New Bedford, Mass., is now carrying a complete stock of high-speed and carbon drills, reamers, taps, dies and milling cutters at 570 West Randolph St., Chicago, Ill.

This stock will supplement their distributors' stocks in Chicago and the Middle West, thus insuring prompt service to all users.

CHAPIN REPORTS IMPROVED OUTLOOK

Washington, Nov. 28.—Prospects for improvement of commodity prices at the beginning of the current fiscal year were described today by Roy D. Chapin, Secretary of Commerce, as brighter than at any time in several years.

In his annual report to President Hoover the commerce secretary said that as of June 30 "surplus supplies in many branches of industry had been reduced and a more active demand was being reflected in a stiffening of prices."

"Rises from May 30 to the end of June, 1932, in prices of meats and several other domestic farm products were sharp," he added.

Also with the end of the last fiscal year, for the first time since 1929, Mr. Chapin said he saw "some signs of clearing in the foreign situation, while domestic troubles were being attacked on a wide front in an effort to halt the decline and bring about some measure of improvement."

The report covered a year of the incumbency of Robert P. Lamont, although tendered by Mr. Chapin, who succeeded him in August.

Studebaker dealers are getting a 59% bigger share of the business than they did a year ago . . . are you?

•

SEE WHAT STUDEBAKER SPRINGS FOR 1933!

ON THE OTHER HAND

HOLDS TO RECENT LEVELS

Chicago, Nov. 28.—Distribution of raw and manufactured products in the Middle West last week was on a liberal scale, holding up to recent levels in most lines and with an increase in some. Interest centered largely in holiday goods, the distribution of which is expected to increase for the next few weeks. Toys, house furnishings, men's and women's clothing and household electrical appliances received increased attention. Wholesalers of blankets, underwear, stockings and all seasonal merchandise reported a good business throughout the week, although somewhat affected by the Thanksgiving holiday. Sales in volume increased over last year and in a few lines it is said that the prices were closer to those of last year than heretofore, with a few increases over that period.

REPORTS TRADE STIMULUS

Boston, Nov. 28.—Retail trade in New England has begun to feel the stimulus of holiday business, although few merchants expect that Christmas buying this year will be as large as a year ago.

Manufacturers and retailers of men's and women's clothing report a let-down in demand compared with recent weeks.

The local wool market is displaying increased activity. Dealers think many mills have largely used up the supplies they bought last summer and must shortly re-enter the market in a large way. The production of woolen and worsted goods continues one of the few lines which is running ahead of a year ago.

Leather prices are firm in the local market, although business is seasonally quiet as most shoe factories have passed their peak of production of fall and winter goods.

Jewelry manufacturers have been somewhat disappointed at the holiday demand.

MILLS RE-EMPLOY 850

Willimantic, Conn., Nov. 28.—Three silk mills here will begin work tomorrow on a twenty-four-hour schedule. They are the Willimantic Silk Company's main plant, the Kobe Silk Company and the Corn Spinning Company. The plants will be operated on three eight-hour shifts, utilizing the machinery day and night.

About 850 operatives will be put to work after several weeks of idleness.

Orders recently received will enable the three mills to run on full time for several months. It was stated tonight by officials of all three companies that the outlook in the silk industry seems especially promising.

SULPHITE PLANT REOPENS

Syracuse, N. Y., Nov. 28.—The sulphite plant of the Raquette River Paper Company, closed for a year, has been reopened at a ratio of about 60 per cent. of capacity, it was announced today.

CRUDE OIL

New York, Nov. 28.—According to figures collected by the American Petroleum Institute, Pacific Coast office, the total production of crude oil in California for October amounted to 14,627,663 barrels, an average of 471,860 barrels a day. This is a decrease of 6,611 barrels a day under production.

Total stocks of crude and all products in Pacific Coast territory increased during the month 15,408 barrels. The total stock at the end of the month was 169,928,630 barrels. The total stock increase for 1932, up to October 31, was 87,681 barrels. Twelve wells were completed during the month, with an initial daily production of 4,576 barrels, compared with sixteen wells completed during September with an initial production of 5,393 barrels.

PRICE INDEX

New York, Nov. 28.—Allied General Corporation's investment trust common stock index registered another slight decline last week. The average for the common stock of five management trusts, influenced by the leverage factor, stood 11.41 on November 25, compared with 12.49 on November 18, a high of 17.3 for the year on September 2 and a low of 4.4 on May 27, and with 12.2 in the opening week of the year on January 8.

SPARKS *from* DETROIT

Out Willys Way

On the Raddio

So Bee It

Chris Sinsabaugh—Detroit Editor

"THEY'VE got something over in Toledo," I had been told, and with me "they" naturally meant Willys-Overland. So I took the tip and made the trip to the city on the banks of the Maumee to Peeping Tom the new line. It won't "break" until show time, so, while I had a private preview, nothing can be said now but glittering generalities and add that for once Dame Rumor was right—"they have something."

After looking at the new line I cannot help but feel that Chief Engineer Arthur J. Baker is going to be sitting on top of the world the night of January 7, when the New York show opens. The populace is going to look at his handiwork, and, unless my guess is wrong, the vote is going to make this Arthur J. Baker one of the most talked of engineers at the show.

* * *

THE "OLD MASTER" is back on the job, and I wasn't long at the plant before I realized that the directing genius of John N. Willys has changed the Willys-Overland map in the last six months. The new models have been whipped into shape in a most revolutionary manner; production starts December 15, and before the show opens at least 4,000 units will have been turned out. The field force has been increased to 125, and already the men are on the road recruiting new dealers. All pep and enthusiasm and the company going somewhere.

"Built for the pocketbook" describes the 1933 W-O idea, but, while prices are to be sensationally low, that doesn't mean scrimping the product. As a matter of fact, the new cars seem to have everything commensurate with their price tags and then some—beauty and really streamlined, not an imitation; unique body lines, original ideas in the way of operation and riding comfort and an eye appeal that is going to be hard to resist.

* * *

YOU KNOW THERE are two Whites holding down Pontiac executive jobs—R. K., who is sales manager, and R. H., advertising manager, and unrelated. Well, this R. H. White fooled the field men who were in recently for the big pow wow. As advertising manager, R. H. had arranged a radio feature for the 1933 campaign—the highly inventive Col. Lemuel G. Stoopnagle and his amiable companion, Budd, aiding and abetting the extensive newspaper and magazine advertising Pontiac is going to do in 1933. But White wanted to stage a dress rehearsal before the field men, so they could tell the dealers what is coming.

White told them he had arranged to tune in on a sample of the Stoopnagle-Budd patter. A radio set was wheeled before the curtain of the General Motors auditorium, and a moment later the voices of the two radio stars were heard. Then the drapes were drawn, revealing Stoopnagle and Budd in the flesh 'ad libbing" ten feet away into a microphone—a ten-foot broadcast, which sets up a new record in radio. The comedy team takes the air December 28 from 9.30 to 10 p. m., E. S. T., over fifty-seven Columbia stations.

* * *

HERE'S THE LAST CHAPTER on the bees as an object lesson for automobile salesmen. Miss Brown of Detroit-Studebaker, smoked out of his anonymity, the Cleveland salesman who replied to her poem published recently in the column. He turns out to be V. M. Keating of the Economy Buick Company, and, according to him, the bee should take lessons from the automobile salesman. He mounts Pegasus and writes, in the way of rebuttal, to Miss Brown:

You're mistaken, dear madam,
I'm one who agrees
That the salesmen for years
Have been teaching the bees.
But what I object to
Is the fellow who chants
That the salesmen are not leading
The bees and the ants.
WE'RE generally working
After the bee quits,
And yet you're calling us
Bold, bad Bolsheviks.

You say you are holding down
Four jobs in one.
Well, compared to us salesmen,
You've hardly begun.
They say that our chances
Are one in twenty
Of what they were
In the days of plenty.

All day we must canvass
And at night—telephone,
But our chances are slim
Of finding any one home.

We are kindly received
By those in distress,
But the man with the mon
Just throws out his chest.
He starts in to dicker,
And in various ways
He sings of the car
That he wants us to appraise.
And frankly he tells us
That he's going to buy
From the dealer or salesman
Whose appraisal is high.

If we followed the bee,
Whose praises you sing,
We'd fold up our wings
And wait until spring.

Retail Salesmen—This Is Your Page

This department is devoted to the interests of the retail sales division of the industry. Salesmen, this is your department. Automotive Daily News wants you to get something from this department that will help you in your work on the firing line. It wants you to pass on your own experiences, success, failures to help your brother salesmen. Send in your story in the form of a letter, or even a postal card, and let us get it ready for publication. Your achievement or your mistake may help another salesman to make sales or avoid errors that cost you commissions.

Dealers read this page. Give us the benefit of your reactions on these problems that affect the work of your salesmen, the men on the firing line, the men who bring home the bacon or don't.

TUNING UP BUSINESS WITH TUNE-UPS

In Field Facts, the house organ of the Automotive Electrical Association, appears the following article by George J. Beattie, president of the Auto Electric Service Company, Ltd., Toronto, Ont. Mr. Beattie's article has been somewhat abbreviated for use here, but certainly it is an extremely interesting and constructive suggestion as to the possibiltiy of increasing business through complete engine tune-ups.

We have been in the automotive electrical business since 1922. Our business developed very nicely along these lines until early in 1928, when the high compression engine made its appearance. We then found that regardless of how good an electrical or ignition job we did, the customer left our premises with something missing. Analysis proved that regardless of how good an ignition job we did, if the carburetion was not right, so far as the customer was concerned, we might just as well have not done the ignition job at all. We did not satisfy him.

Prior to this time we had accepted at least one carburetor franchise, the thought being that it offered additional business in parts. As a matter of fact the carburetor business was more or less forced on us as we did not want it.

At about the same time we began to become conscious of our partial failure to completely satisfy the customer on engine performance, carburetor manufacturers began to interest themselves in adjustments of units other than the carburetor, such as ignition, timing, spark plugs, etc., and so engine tune-up, so far as we were concerned, was born.

I have gone into this more or less historical review, to show our development from a central service station distributing parts to a specialized electrical service station also distributing parts, and finally, to an engine tune-up electrical service station, as representing a development which must take place if our group is to remain in the picture.

The development of the high-speed, high-compression motor has brought about the same need for highly specialized service as the development of the electric starter. Again this is our opportunity.

We conceive it to be our function as a central service station or service distributor of the equipment manufacturer we represent to not only render direct retail or car owner service in our own community, but to promote the same class of service through the official service stations under our jurisdiction.

In 1928 we had on our staff an automotive electrician, who devoted a very small part of his time to engine tune-up, or, as we called it at that time, "adjusting the carburetor."

In 1929 this same electrician perhaps doubled his time on carburetor adjustments—in fact, we began during 1929 to talk about tuning engines primarily because of the activity of carburetor manufacturers. We really began in 1929 to take a real interest in engine tune-up and began to see a definite association, not between igniters and carburetors, but between ignition and carburetion. We began to do a moderately good job and the results were becoming apparent in crowded premises and increased customer demand for engine tune-up. I cannot acurately estimate the increase in 1929 over 1928 because our figures were not broken down to separate engine tune-up, but the increase was substantial.

By 1930 we had developed a reputation for engine tune-up and had before the end of the year the equivalent of at least one man constantly working on engine tune-up and carburetors. The work, by this time, had become so important—was taking such a place in our business—that we considered it essential to "break down" the figures and create a separate department. We were being crowded with this class of work, but had not as yet considered it necessary to develop specially trained mechanics to handle this service.

In 1931 we were literally snowed under, and by the end of 1931 had three specially trained service mechanics constantly employed on engine tune-up work, which include carburetor and fuel pump repair. Our business in this class of service increased nearly 500 per cent. in one year, that is, 1931, as compared with 1930.

In 1932 we increased our staff of men devoted exclusively to this work, and even in face of unusual business and financial conditions, have been able to make an increase over 1931. If reduced prices on service parts are taken into consideration, we have made an even more substantial increase in 1932, because the increase I have been talking about is a "dollar increase."

Engine tune-up produces a most favorable customer reaction, which helps increase your electrical, battery, shock absorber and other services. The car owner for whom you have completed an engine tune-up can actually "feel" the improvement you have made and consequently has more confidence in your other services.

We have never had such a satisfactory experience with other services as we have had with engine tune-up. Customers become enthusiastic about the service given them and tell others, so that we get a great deal of "word of mouth" advertising. Not only that, but they come back for this service regularly. We try and sell them the idea of a tune-up every 3,000 to 5,000 miles—in fact, offer a 10 per cent. discount if the tune-up is repeated at 3,000 miles.

You may repair a generator and a customer can see the ammeter needle movement, but engine tune-up will actually make him feel the improvement that has been made.

We have had over one hundred car owners associated with one large company in Toronto in for tune-up because of one satisfactory job. Many customers come in voluntarily and ask for an engine tune-up.

In order that we may see that our customers are satisfied, one week after the engine tune-up has been completed we mail them a postcard asking, among other questions, "Is your car running satisfactorily?"

Our file of enthusiastic replies is not only large, but inspiring. Others, of course, are not so favorable, but we follow these customers until we have either satisfed them or refunded their money. We refunded money on our "No Cure—No Pay" guarantee to less than twelve customers during the entire year 1931, which represented only a very small fractfon of the amount received for this service.

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USE OF HIGHWAYS HOLDS UP WELL IN DEPRESSION

(Continued from Page 1)

Upham, chairman of the general committee of the Highway and Building Congress, says:

"It is difficult to conceive of an analysis which reveals more emphatically the extent to which highway transportation figures in the life of the nation. That the American public should spend in excess of $11,000,000,000 for motor transport even in these depressed times clearly puts the automobile beyond the category of a luxury. The vehicle and the facilities which make its use economic could not expect such a degree of public support were they not indispensable."

HARVESTER BUSY

Auburn, N. Y., Nov. 28. — The Auburn plant of the International Harvester Company has increased the number of its employees from 100 to 200 in the last two weeks, it was announced here today, and by January 1 expects to have 600 at work in the local plant.

STEDMAN'S FOUNDRY

Toronto, Canada, Nov. 28 (UTPS). —Stedman's Foundry and Machine Works, Aurora, Ind., have completed arrangements whereby J. T. Hapburn, Ltd., 18 Van Horne St., Toronto, will manufacture the principal Stedman lines for the Canadian and British markets.

Used Car Selling Prices

Automotive Daily News in this department offers for the benefit of its dealer and salesmen readers a compilation of prices at which used cars have within the past few days been offered for sale by reputable dealers in various cities. These prices will vary on condition and from other causes. They are not presented as being the exact prices at which these models should be sold, but simply as the prices at which they have been offered for sale by dealers in the various cities. Other cities will appear in subsequent issues of this paper.

Salt Lake City, Utah

Make of Car	1932	1931	1930	1929
Buick (Lt.)	....	....	....	285
Buick (Med.)	....	[2]745	....	....
Buick (Big)	....	....	....	395
Chevrolet	[1]625	[1]375- 495	[1]245- 375	[3]145- 275
Chrysler 6	....	....	....	[2]375
Chrysler (Imp.)	....	....	1045	....
Dodge 6	....	[3]475	345	....
Essex	....	[1]345	....	....
Ford 4	....	[1]325- 395	[2]205- 345	[3]175- 225
Graham 6	....	....	....	199
Graham 8	....	665	....	....
Hudson	....	595	....	395
Nash 6	....	....	....	[1]185-[1]345
Nash 8	....	555	....	....
Oakland	....	....	....	325
Oldsmobile	....	....	375	295- 325
Plymouth	[2]495	....	....	....
Pontiac	....	[1]450	....	[1]195
Rockne	650	....	....	....
Studebaker (Com.)	....	....	....	325
Studebaker (Pres.)	....	....	425	325
Willys-Overland	....	....	[2]199	....

Legend: [1]coach; [2]coupe; [3]roadster; [4]convertible; [5]victoria; [6]limousine; [7]brougham; [8]touring or phaeton. When no symbol is used the car is a sedan.

Dealer Activities

OMAHA, NEB.

The Miller-Knuth Chevrolet Company, 18th and Howard Streets, has sold seventy-nine used cars in the first two and a half weeks of November. This was a 32 per cent. increase over the same period of October and more than 20 per cent. above the same period a year ago. The company attributes its November gain in used car sales to hard work and consistent advertising. The firm has a down town location, gives twenty-four-hour service and maintains one of the largest stocks of used cars in the city.

* * *

Andrew Murphy & Son, 14th and Jackson Streets, Chrysler and Plymouth distributor for Nebraska and western Iowa, has opened a display room at Dundee, Omaha's most fashionable residence section, and is initiating the new display quarters by a special showing of the Plymouth.

* * *

Greenlease-Lied Motors, destributor of Pontiac and Oldsmobile cars, has added two new salesmen to its retail selling staff.

* * *

BLOOMFIELD, IA.

The Hill Motor Company, Bloomfield, Ia., of which Lowell Hill is proprietor, has taken the Chevrolet and Oldsmobile dealership in Bloomfield. He was former Pontiac dealer.

* * *

LOS ANGELES, CAL.

The Howard Automobile Company has begun its twenty-eighth year as Buick distributor. In length of time this long association of car and distribution is almost without parellel in automobile history, and the volume of business has been the greatest in the record of automobile distributorships. In 1905, just one year after the introduction of the first Buick, Charles S. Howard founded on the Pacific Coast what has become the largest automobile distributorship in the world.

* * *

ST. PAUL, MINN.

Harold A. Seeler and Frank J. Farnum, forming the partnership of Seeler-Farnum, Inc., have returned from Detroit, where they visited the Chrysler and Plymouth facfactories. This company has just been named agent for the Chrysler-Plymouth line in St. Paul. It will also continue to handle a complete line of Ford parts and retain its equipment for servicing Fords. The company is located at 1959 Grand Ave.

* * *

R. A. Pollard, St. Paul automobile man formerly associated with the Peterson-Greeman Company, has opened a new sales and service business at 1538 St. Clair St. under the firm name of Ray Pollard Company. Associated with Mr. Pollard are Milton Hart, William Ross, Tony Weisner, Donald Kirby and Rueben Rappe.

* * *

J. H. Kline, who has sold automobiles in St. Poul for the past ten years, has joined the sales staff of Holt Motor Company, Chrysler and Plymouth distributors, according to Charles Anderson, manager of the firm. Mr. Kline formerly operated Plymouth agencies on West 5th Street and University Avenue.

* * *

SEATTLE, WASH.

Plymouth dealers gathered from all parts of the Northwest to attend a meeting in the Masonic Temple recently, where they met J. F. Boyd, assistant Plymouth sales manager, and listened in assembly to the radio address by Walter P. Chrysler. The dealers listened to the hour's announcement program, then inspected the models of the new car which were unveiled in the auditorium.

* * *

BIRMINGHAM, ALA.

The Graham Motor Company, Chrysler and Plymouth dealers have opened a new used car department at the former location, 122 East Pearl St., Jackson, Miss. W. L. Bryant, former sales manager for the Dodge distributor here, has been placed in charge.

* * *

MINNEAPOLIS

The Northern Motor Company, Hupmobile distributor, is conducting a sale both at its Minneapolis showroom at 1301 Hennepin Ave. and at St. Paul, 1469 University Ave. Hupmobile Sixes are being offered as low as $595 delivered, with eighteen months to pay and a liberal trade allowance.

* * *

The Stephens-Buick Company has taken over the retail sales of Pontiac automobiles in Minneapolis and, effective at once, will distribute Pontiacs along with its line of Buicks, W. R. Stephens, president of the company, announced today.

* * *

SPRINGFIELD, MASS.

E. B. Atmus Co., Inc., 109 Dwight St., one of the pioneer firms in western Massachusetts to specialize in electrical and carburetion service, has installed a motor analyzer. This piece of equipment will be in charge of Henry Swadba.

STEPHENS BUICK ADDS PONTIAC TO PRESENT LINE

Minneapolis, Minn., Nov. 28 (UTPS).—With the addition of the Pontiac cars the Stephens Buick Company becomes one of the largest retail organizations west of Chicago. This means addition of twenty-five men, making the force 115.

J. G. Manion, connected with the Chevrolet division of General Motors in Detroit and Milwaukee, has come to head the Pontiac division and Arthur Wright will continue in charge of new Buick sales. Vice-President F. A. Whitaker will have charge of used car sales and Frank Gardner of servicing both lines.

BAY STATE INCREASES EXCISE TAX ON CARS

Boston, Mass., Nov. 28.—Henry F. Long, state commissioner of corporation and taxation, today announced Massachusetts automobile owners would pay an excise tax of $31.55 per $1,000 valuation on their cars in 1933, as compared with a rate this year of $29.92.

The increase in local tax rates was principally responsible, he said, for the increase in the state tax rate, as the latter is computed on the local tax levies in their relationship to property valuation.

PHILADELPHIA CHAMBER ISSUES TRUCK DIRECTORY

Philadelphia, Nov. 28.—The bureau of transportation and commerce of the Philadelphia Chamber of Commerce has issued a motor freight express directory containing the listing of "reputable" motor trans, portation companies operating in Philadelphia.

The directory includes armored cars, contract operators, general express operators, general hauling for hire, household removers, rigging and heavy hauling operators, special cargo carriers and United States bonded draymen.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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TUESDAY, NOVEMBER 29, 1932

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Detroit Bureau, Chris Sinsabaugh, editor, 427-8 Fisher Building, Detroit, Mich. Telephone Trinity 2-3500. Contributing editor John C. Wetmore.

The Follow Through

IN golf, while we do not indulge in that amiable pastime, we have been given to understand that the follow-through on the stroke is a vitally important part of the technique of the game. Now, as any salesman must have found out during the past three years, every automobile dealer is a golfer. Any man wanting to do business with a dealer these many months past invariably heard that his prospective victim was on the links.

But if golf is so generally the avocation of the dealer division of our industry, why haven't our retail merchants applied the technique of the follow-through to the operations of their service departments?

We heard a successful (even through the depression) dealer in an Eastern city remark recently that, in his opinion, most service departments fell down through failing to follow up customers and prospects with the same enthusiasm that the new car sales department kept after its clients. This man added: "In my own service department customers came and departed. Most of our business might have been called transient. We kept plugging for customers, and we got them, but it took us some time to realize that we had to continue plugging to keep them. We assumed that any car owner who came in and had a job done would be satisfied and would come back again. They don't unless you keep after them."

The service manager who expects to show a satisfactory profit on operations today has got to realize that it is the steady customers who form the backbone of the business. Once a man is induced to come in for a service job he should be followed as religiously as if he came in with the announced intention of paying all cash for a new car.

The customer list of any service station must receive continual attention. Clients need reminding that it is time to come in for a greasing job or for a change of oil or battery testing or what not. The average human being is careless. He seldom has anything done until he is reminded by some outside agency. If that reminder takes the form of a mechanical or functional failure of his car to operate properly, the owner is quite likely to have the needed servicing carried out by the nearest shop. The service manager's job is to give all his owners the reminders, which practically amount to preventive service.

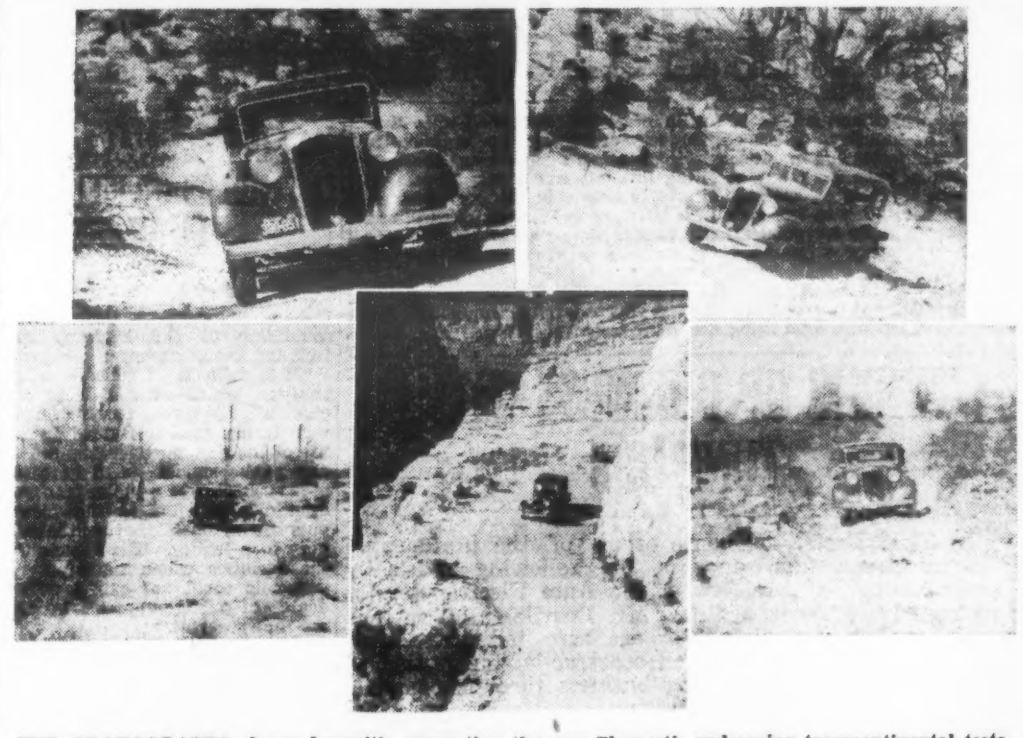
There are three fundamentals today to the operation of a successful service department. In the first place, the shop must be properly equipped and manned to give good and economical service. Then there must be a definite and effective campaign always in operation to sell the service department and bring in the customers. And, finally, there must be a carefully and planned system of following up customers who have already patronized the shop.

Greater Safety

During the first ten months of 1932 motor vehicle fatalities in the city of New York decreased from 914 to 823. This is encouraging, but we must remember in reading the figures that there were fewer motor vehicles in operation this year than last.

It has always been evident to those who have studied the situation that the real cure for traffic fatalities and lesser accidents lies in the segregation of the different types of traffic. Pedestrians and vehicles—that is to say, motor vehicles—have no business in the same right of way. As long as the two must share the same traffic level, there will be accidents.

Obviously, segregation of the two types of traffic—pedestrian and vehicular—involves so huge an expenditure that it will be a long time before we can hope to accomplish it. In the meantime there is just one hope, education. Teach every one, particularly children, to care for themselves in the dangerous conditions of modern traffic and we shall make progress, and that is the best we can hope for in the near future.



THE PHOTOGRAPHS shown herewith, presenting the new Plymouth undergoing transcontinental tests, prior to its recent public advent, give an idea of just how determined manufacturers are to find out and cure any weak points in their products before offering them to the American people

LOCKING GAS TANK CAP

Ivano, Inc., Chicago, is now placing on the market a new model of its Ivano locking gas tank cap, which is designed to stop theft of fuel from the tank. The cap is permanently attached so that it cannot be lost. The caps are fittde with Yale locks, two keys being supplied. It is claimed that the lock cannot be lost. The caps are fitted with in chrome.

The manufacturers state that in a number of instances cars carrying this fuel tank cap were abandoned by thieves because they could not refuel.

COMING EVENTS

NOVEMBER

18-Dec. 4.—Paris, France. Aeronautical Show.

DECEMBER

1- 2—Washington, D. C. Highway Research Board, meeting.
2- 3—Detroit. National Standard Parts Association Convention.
5—New Orleans, La. Association of Asphalt Paving Technicologists.
5- 9—New York. Annual Meeting A. S. M. E.
5-10—New York. Power and Mechanical Engineering Exposition.
5-10—Detroit. Motor and Equipment Manufacturers Association, convention, Hotel Statler.
5-10—Detroit. Third Annual Joint Trade Show, National Standard Parts Association and Motor and Equipment Manufacturers' Association, Convention Hall.
6- 8—New Orleans, La. National Association of Finance Companies annual convention.
12-13—Springfield, Ill. Automotive Trade Association annual convention, St Nicholas Hotel.

JANUARY

7-14—New York City. National Automobile Show, Grand Central Palace.
7-14—San Francisco, Cal. Motor Car Dealers' Association of San Francisco, show.
7-15—Los Angeles, Cal. Los Angeles Motor Car Dealers' Association, twentieth annual show.
8-14—St. Louis. Automobile Dealers' Association Show, Midwest Terminal Building.
9—New York, N. Y. Society of Automotive Engineers' Show, meeting.
12—New York. Annual S. A. E. dinner Hotel Pennsylvania.
12-13—Springfield, Ill. Illinois Automotive Trade Association, meeting.
14-21—Newark, N. J. Newark Automobile Dealers' Association, show.
14-21—Buffalo, N. Y. Annual show.
15-21—Cincinnati, O. Cincinnati Automobile Dealers' Association, show.
16-21—Brooklyn, N. Y. Annual Show.
16-21—Philadelphia. Annual show.
16-23—Detroit. Highway and Building Congress.
21-28—Boston, Mass. Boston Automobile Dealers' Association. Boston Commercial Motor Vehicle Association show.
21-28—Detroit, Mich. Detroit Automobile Dealers' Association, show.
22-26—Detroit. Annual S. A. E. meeting Book-Cadillac Hotel.
27-Feb. 15—Cairo, Egypt. International Salon.
28-Feb. 4—Chicago. National Automobile Show, Coliseum.
28-Feb. 5—Washington, D. C. Washington Automotive Trades Association show.

FEBRUARY

4-11—Indianapolis. Twenty-second annual show, Indiana State Fair Ground.
9-11—Springfield, Ill. Springfield Automobile Dealers' Association, show.
11-18—Kansas City, Mo. Kansas City Motor Car Dealers' Show.
27-Mar. 14—New York City. Chemical Exposition, Grand Central Palace.
20-21—Cleveland, O. National Petroleum Association.

In This Corner....

Opinions, suggestions, complaints, criticisms, grievances or what have you. Open to every one to say anything, anyhow, any time. The communications printed in this department represent the ideas and opinions of our readers. They are not necessarily ours. If you have something to say on any phase of automotive activity, wholesale, retail or abusive, let us hear from you and we will tell the world.

Limiting the Dealer To New Car Sales

Automotive Daily News: Recently your good paper has said much relative to selling service and promoting the service department in new car dealers' shops. Many of your correspondents are reporting good success and profits from their service departments. While there may be many new car dealers making a good profit from their shop, I believe that the majority are operating their shops at a constant loss.

In your November 19 issue I notice an article on retailing new cars through department stores. This plan will succeed in time. It points the way to future methods of selling the new automobile. It is my opinion that the new car dealers' shop must go, and the sooner it is closed up the sooner the new car dealer will find his time taken up exclusively with the sale and distribution of new automobiles.

The new car dealer is not a logical service man. His store is not located in the logical service center. If he has a shop that combines with new car location, then one or the other is located in the wrong locality. Furthermore, the shop generates grief. It is not only a source of loss, but is a source of much grief from owners who have much to complain about in the store where they bought their car, but who would not complain in an exclusive service shop.

The average new car dealership is not as well equipped as the specialty shop. Frequently he has a rear or alley entrance. Usually his shop is less attractive than that of the specialty shop. Surely the new car dealer's shop is not as well managed as the shop of the leading chain outfits.

I believe the time has come when the new car dealer should decide which way to jump. Either become a service shop or remain a new car dealer. The quicker the new car dealer divorces himself from the shop the quicker he will find himself on the road to a nicer business, a happier business and a more profitable business. He will cut his overhead in half. He will cut his grief in half. He will cut his investment down, he will increase his new car sales because he will have more time to sell new cars, and, finally, I contend that the shop never has been a general source of prospects for any car. I contend that any dealer's shop has lost him more new car sales than it ever made him.

I picture the new car dealer of the future as one located in a parlor-like room on Automobile Row. There, on a carpeted floor, among beautiful surroundings, will be shown his stock. He will have a desk and chair for equipment. His salesmen will be out spotting or locating prospects. These will be brought in to view the stock for sale. All deals will be straight deals. The future automobile factory will not permit its dealers to deal in second-hand stuff. A dealer will be able to estimate his profits in advance by estimating his car sales.

Perhaps that sounds like an automobile dealer's heaven. Well, our line is or rather could be made the most perfect source of profit. Every one wants to own a car. Mr. Averageman will strain harder to hold his car than to pay his laundry or grocery bill. We've got a cinch, but our ungodly lust for gain has made this business less profitable than it should be. We 48,000 dealers have a potential market of 3,000,000 cars a year, offering a gross profit of $900,000,000 annually, but all this wonderful opportunity to profit we throw away in the hope of getting another one of our particular favorite on the road.

The year 1933 is a good time to start something new. Let's start it by closing the shop, by persuading the factory to forbid trade-ins, by confining ourselves to our business—to sell new cars.

FRITZ EGGERT,
Denver, Col.

NEW WELDING LEAFLET

A twenty page illustrated leaflet describing the features, characteristics and applications of the Westinghouse FlexArc welders has recently been published by the Westinghouse Electric and Manufacturing Company.

Copies of this publication entitled, "Westinghouse Arc Welding Data Bulletin No. 16," are available at the nearest district office, or direct from the Advertising Department, East Pittsburgh, Pa.

A National Newspaper for Every Branch of the Industry

Automotive Daily News

CARS · SHOP EQUIPMENT · TRUCKS · AVIATION · PARTS · ACCESSORIES · TIRES

NEW YORK, TUESDAY, NOVEMBER 29, 1932

SPECIAL PLYMOUTH SECTION

PLYMOUTH

BIG HIT!

—Advertisement

THOUSANDS VIEW NEW PLYMOUTH SIX!

Chrysler Backs New Car With Millions for Material; Puts Army of Men to Work

$42,000,000 To Be Spent During Season on Plymouth Six Cars

Every good business executive should believe in the product which he builds—but when a man backs up that belief with plans for $42,000,000 worth of purchases—then it's front page news!

Newspapers all over the country during the last few days have been running editorials and news articles on the fact that Walter P. Chrysler revealed material purchases amounting to more than $42,000,000 are being made by the Chrysler Corporation, to be used in manufacturing the new low-priced Plymouth Six.

The expenditure of this money will put thousands of people to work. This news, coming on the heels of the fact that Walter P. Chrysler spent $9,000,000 in retooling for the new Plymouth Six, is ample proof that America's foremost motor car manufacturer is out to make Plymouth America's next "Number One car!"

"The same factors that made it possible to bring out a 6-cylinder car of the quality of the new Plymouth Six and still sell down in the lowest price bracket, also make possible the purchase of such a vast amount of material," Mr. Chrysler said.

W. P. Chrysler

"I am referring to the reasonable prices at which materials are offered today by every source and to our firm belief that American motorists will be quick to sense this value in buying our product.

"Raw material included in the forty-two million dollar commitment are: Gray and malleable iron used in motor and other castings; rubber for floating power motor mounting and used in sixty-four other points on the car; lubricating oil; plate and safety glass; lumber of various types; copper; brass; cotton; nickel; tin; zinc; lead; aluminum used in pistons and other parts; alloys used for closely machined parts; sheet-metal used in stamping for all-steel bodies, and many others.

"Semi-finished and finished materials used in the new Plymouth Six included in the commitment are: Tires and tubes; wire and wood wheels; frames; alloy in pistons; wool, leather and cotton; cushion springs, steering wheels; bumpers; instruments of various kinds; windshield-wipers; storage batteries; hardware; electric fixtures; starting and lighting systems, and hundreds of smaller parts used in assembling the finished motor car."

NO MORE STARTING ILLS ON WINTER MORNINGS

No need to worry about cold-morning starting with the new Plymouth Six!

In the past manually operated heat control valves have been used to heat the carburetor mixture during the warming-up period. Plymouth engineers, however, have perfected on the new Six an automatic thermal control which has been built into the manifold.

When the engine is cold, the valve is open, allowing the exhaust gases to heat the mixture. When an efficient operating temperature is reached the valve closes automatically.

Plymouth Dealers Now Doubling Orders As Huge Buying Wave Starts Rolling

More Good Prospects Reported by Dealers Than in Previous Years; Public Approves Latest Plymouth

By Harry Burke Stevenson

(Special to Automotive Daily News. Copyright, 1932)

America has "gone Plymouth."

Dealers in all sections of the country report an unprecedented reception for Walter P. Chrysler's new low price car—a real reception in showroom crowds, prospects and sales.

Walter P. Chrysler last April told the world to "look at all three."

On November 17 he declared that "Plymouth was setting the pace for all three."

And today, from all indications, Plymouth is traveling so fast on the high road of success that those "in the know" are predicting that it will be America's next "Number One car."

In critical New York, all records were broken at the showing in the Chrysler Motors Salon in the Chrysler Building. In Detroit, Boston, Philadelphia, Kansas City, Denver, Los Angeles, San Francisco, Seattle—in scores of other cities, too—dealers reported the greatest crowds in Plymouth history—and record sales.

This activity was immediately felt at the Plymouth factory, with many dealers doubling their orders for cars.

Dealers everywhere reported that they had a bank of orders, and that deliveries would be made as soon as new cars were received. At Detroit, the Plymouth factory stepped up production in order to cope with the demand.

While in some cities dealers reported that crowds did not exceed those of the announcement of the previous Plymouth, they declared that "there are more real buyers, intent upon the purchase of a motor car."

"Dealers tell me that the usual crowd of curiosity-seekers and just 'lookers' were not so numerous this year, but that there were more honest-to-goodness prospects, intent on the purchase of a new car," yesterday stated Harry Moock, general sales manager of the Plymouth Corporation. . . . "I have spoken to scores of dealers since announcement of the new Six, who tell me that not since 1929 have they had so many really 'hot' prospects. Even some of our smaller associate dealers, who usually take but one or two orders at an announcement, have sold from six to fifteen of the new cars each."

PLYMOUTH STYLE A HIT

What did the people like about the Plymouth?

"Everything!" if you'd ask Harry Moock.

But in my observation they were, of course, first of all struck by the modish lines of the new car. The deep sloping radiator, the low-slung body, the wide fenders, which completely cover the chassis.

They liked—and many people were amazed at it—the manner in which engineers had developed a big, roomy body without excess weight. People were, of course, impressed with the fact that the body was all-steel, and therefore safe beyond question. I saw big men and little ones happy as kids playing with the adjustable front seat and stretching their legs in the rear tonneau.

BODIES WIN PRAISE

That body appeared to be the "hit of the show." It's smart, not only inside, but outside. Its overall length is within an inch and an eighth of last year's Plymouth, yet the adroit bending of body and fender give the car a swank and dash that weren't possible with styles of yesterday.

I made it a point to ride a half dozen times in cars with salesmen and prospects. People were amazed at the manner in which Plymouth took the toughest bumps on the worst roads we could find . . . and 'round corners at sixty without a swerve.

In talking with Plymouth engineers, I found the secret of this easy-riding, this holding the road on turns, this way of creating a big, roomy car without bungling weight and bulky lines. And in learning the details, I came to a full appreciation of the genius of Chrysler Motors' Engineering—an appreciation of that group of men headed by Fred Zeder, who have placed Plymouth years ahead in style and performance.

LONG FRAME

First, they started with a long frame—within an inch of equaling the frame length of the previous Plymouth. They used longer springs. It's this advanced "spring base" that's one of the secrets of Plymouth's easy riding. The springs are mounted **outside** and parallel to the frame sidemembers. Permanently quiet and free spring shackle action is provided by **Silent U** shackles at the rear ends of the front and rear springs.

Sales Manager Moock

At the front ends of the front and rear springs are rubber core spring shackles. Plymouth is the only one of the three lowest-priced cars with this feature. It means that starting and driving shocks are cushioned—and there's no lubricating necessary at this point.

HAS OILITE SPRINGS

Then, too, Plymouth has Oilite springs. That means—in conjunction with the silent U shackles—that Plymouth springs not only make the car ride more easily, but they're "squeakless." The Oilite discs between the spring leaves are impregnated with oil, which is gradually released under pressure of the spring leaf ends.

When I investigated these features . . . looked at Plymouth's new Rigid-X frame . . . noted the manner in which the body is tailored to the chassis . . . the new features of the engine, such as the downdraft carburetor . . . the valves that seldom have to be ground . . . the Centrifuse brake-drums and four-wheel hydraulic brakes . . . the smart interior fitments of the car and its instrument board—when I saw these features and had a dozen others explained to me, I realize that Plymouth is headed straight for record sales, that old favorites would have to turn to the side of the road as Plymouth dashes on to its rightful place as "America's next Number One car!"

—Advertisement

"O. K., Miss America!"

NEW AUTOMOBILE IS "NO. 1" LADIES CAR, SALESMEN DECLARE!

The job of being a Plymouth salesman is an enviable one these days!

That is, if you are the kind of a salesman who takes a great enjoyment in talking to charming young ladies.

For the new Plymouth Six, dealers report, is attracting the eye—and an amazing number of feminine admirers. "Never before," said a Plymouth dealer yesterday, "have we had so many smartly dressed women in our showrooms looking at any automobile.

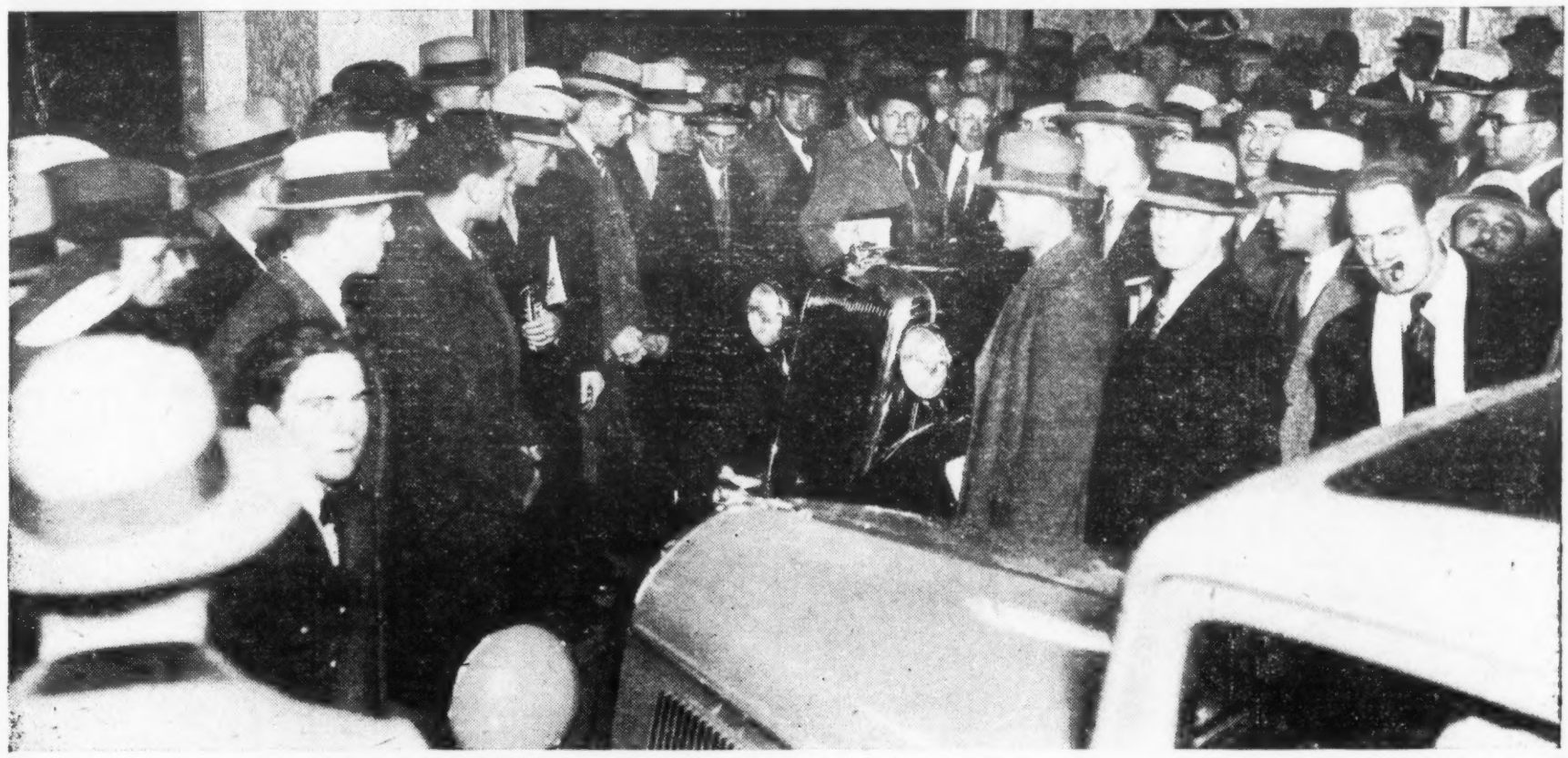
"The Plymouth Six is certainly setting a new style in motor cars!

"Women like it and, believe me, no man buys a car these days if his wife doesn't say okay!"

Easy to Look at—Easy to Ride in!

A Big, Roomy Tonneau Features the Plymouth Six. Women Like the Smart Interior Fitments, Too.

THEY CAME . . . THEY SAW . . . THEY BOUGHT!



Part of the crowds which jammed the Chrysler Motors Salon in the Chrysler Building to view the New Plymouth Six

Full Size Plymouth Six Bodies Win Acclaim of Car Buyers

Prospects Impressed With New Car's Riding Quality, Roadability and Performance!

They came . . . they saw . . . they rode . . . they bought!

That's a short, short story in eight words, but it describes what is happening in the more than 7,000 Plymouth showrooms today with the New Six on display.

Most people took it for granted that the Plymouth Six would be a good performer. But they didn't expect it to be a regular "performing fool!"

Those dealers who expected that the Plymouth Six would be as big a car as it is didn't know that the engineers could sheer off the surplus weight without sacrifice of riding comfort.

Millions for Engineering

The millions of dollars which Walter P. Chrysler has invested in his engineering and research laboratories were again justified when the new Plymouth Six was announced.

Chrysler Motors' engineers accomplished something toward which automotive engineers had been striving for years—body roominess and comfort, short turning radius, roadability and easy riding . . . all wrapped up into one. And with no excess weight!

Sounds like a miracle. But Fred Zeder and his group of engineers are miracle workers. The manner in which they accomplished the long-sought-for goal was what Fred Zeder terms a matter of "engineering logic."

Springs Are Longer

Springs are longer. They're set outside the frame and parallel to the side members. Each spring has a set of Oilite discs between leaves. Discs which automatically keep the springs lubricated at all times.

Then there's the manner in which the body is tailored to the frame. It's built to FIT, and the Rigid-X double drop frame is so designed as to make the new Plymouth Six hug the road without sidesway AT ANY SPEED.

Plymouth Six Boasts Many New 'Exclusives'

When prospective automotive buyers "look at all three" they'll find that Plymouth has plenty of exclusive features that the "other two" haven't, it was pointed out by Chrysler Motors Engineering Department yesterday.

Here are just a few features that make Plymouth the easiest riding car in the lowest-price field:

Oilite discs between spring leaves.
Silent U shackles at rear of all springs.
Rubber cored shackles at front of all springs.
Rigid X double drop frame.
Steel body.

(Continued from First Column)

This "spring base" of the new Plymouth Six is one of the features of its amazing riding qualities. And one of the reasons that Plymouth is America's "Number One car," too, when it comes to roadability. Excess weight has been eliminated, the car is even easier riding, and it is roomier!

Many New Features

Full-sized bodies, which have always been a Plymouth characteristic, are also carried out in the new Six. While approximately the same overall length as the previous Plymouth, the new car has many body features never before found on a car in the lowest priced field. Special attention has been given to interior hardware and body trim . . . the front seat is adjustable . . . the entire body has been carefully insulated with sound-deadening material . . . the handy swing-type adjustable windshield is retained . . . duplate safety glass is standard in windshield . . . and all doors may be locked from the inside of the car, but a special safeguard prevents the driver from locking himself out of the car.

Plymouth Owners "Get the Brakes"

Plymouth owners sure get "the brakes."

The 4-wheel internal expanding hydraulic brakes on the new Plymouth Six are the last word in efficiency.

And now come Centrifuse brake drums!

"Centrifuse brake drums," asserts Fred M. Zeder, vice-president in charge of engineering of Chrysler Corporation, "combine the lightness and strength of steel with the ideal braking surface characteristic of cast iron.

Engineer Zeder

"Molten iron is fused to a steel shell by centrifugal force to form a drum, which dissipates heat rapidly, and will not become scored by metal particles picked up by the brake lining. Centrifuse drums also provide soft, quiet brake operation."

Mr. Zeder also pointed out that by increasing the size of the front wheel brake cylinder one-eighth of an inch the difference in road friction between the front and rear wheels has been compensated for.

W. P. CHRYSLER TURNS SALESMAN AS CROWDS ATTEND CAR SHOW

If you don't believe Walter P. Chrysler is an automobile salesman, just listen to this:

During the recent Plymouth Six preview held on the second floor of the Chrysler Building in New York, Mr. Chrysler was personally on the job for two days greeting bankers, business men and others who had been invited to the preview of the New Plymouth Six.

One young man—who was later identified as a New York insurance salesman—was seen putting Mr. Chrysler through an entire series of questions about the new Plymouth Six. He had him opening the hood, explaining Floating Power, answering questions about the automatic clutch and the many other extraordinary Plymouth features. He asked questions about competitive automobiles—in short, to the amazement of salesmen on the floor, he put Mr. Chrysler through a good twenty minutes of automotive questions.

BUYS THE CAR

That same afternoon the man came back and bought a new Plymouth.

He said, "I'd like credit to go to that salesman to whom I talked this morning. He was a nice fellow and seemed to know a lot about the automobile." "That man," smiled Ted Wright, director of the Chrysler Motors Salon, "was Walter P. Chrysler."

When last seen the insurance man was driving his new Plymouth at a fast pace down Park Avenue!

FOX MOVIETONE FEATURES PLYMOUTH

First Plymouth broke on the front page!

Now Plymouth breaks into the movies!

Hundreds of theaters in all sections of the United States are this week showing a Fox Movietone News Reel in which a Plymouth car plays a prominent part.

When the Movietone people heard about the amazing tests being made in Detroit on the Plymouth bodies, they requested a special demontration to see whether or not it would make a good news reel. It did! The Movietone News shows a Plymouth bouncing off a top of a hill and rolling over and over with hardly a dent in a fender.

—Advertisement

Scoville Predicts Big Market for Plymouth

States More Buyers Than Ever in Low-Price Field

Will there be a market for cars in 1933?

Just ask John Scoville, famous statistician of the Chrysler Corporation. Scoville reports that the average age in passenger cars in use at the end of 1932 will be 4 44 years.

"While the total number of passenger cars in use will shrink more than 3,000,000 units in the three years ending with 1932, the number of cars over 3 years old will increase by 783,000 in the same period," Scoville declared.

"The value of passenger cars in use at the close of 1932 will be nearly a billion dollars less than at the beginning of the year and will be about two and one half billion less than at the end of 1929.

"The value of the cars in use is a fund which the owners draw on to make a down payment on a new car. The need for new cars will be very great in 1933. So the conflict in 1933 will be between the desire to buy and the ability to pay. This conflict will work in favor of the low priced new car, the Plymouth Six. Reduced incomes for millions of people will act in the same direction. The low price car hits every market.

"For instance, in July, 1932, 60% of all new cars sold to bankers and brokers by the Chrysler, Dodge and De Soto dealers were Plymouths.

"This does not mean that there will be no market for higher priced cars. There are always people who demand the extra luxury and performance associated with higher prices. But the higher priced cars will sell more readily when business gets back to normal."

NEW TYPE VALVES IN PLYMOUTH SIX

Valve grinding—that bugaboo of motoring—will become a rarity in the new Plymouth Six, it is asserted by automotive engineers.

How did they do it?

By typical Chrysler Motors' engineering ingenuity!

The intake valves are chrome nickel steel and exhaust valves are of heat resisting silcrome. Tremendous heat is developed in the combustion chambers of a motor during the power stroke. Valve seats are exposed to the destructive heat of the exhaust flame. Naturally, the cast iron of the cylinder block at the valve seats may deteriorate under these conditions.

In the new Plymouth, however, to overcome this, special exhaust valve seats of a tungsten-chrome alloy have been inserted in the cylinder block. The combination of silcrome exhaust valves and alloy valve seat inserts affords maximum protection, with valve grinding reduced to an absolute minimum.

NO LONGER "KEEP COOL WITH COOLIDGE"

It used to be "Keep cool with Coolidge." Now it's "Keep cool with Plymouth."

For even on an unusual day and a mighty tough road Plymouth never overheats.

One of the features of the new Plymouth Six cooling system is a water pump of entirely new design which does not require a packing nut. It is so constructed that the pump shaft is sealed at the impeller end and water cannot travel along the pump shaft. There is an automatic compensation for wear.

Most old-fashioned water pumps are sealed against the loss of water by pump packing which requires frequent adjustment.

CATALOGS PRAISED

The attractive new Plymouth catalogs are winning the applause of both dealers and the public. As one dealer expressed it yesterday:

"They've got interesting drawings and pictures and they're snappy and smart. Just as attractive as the New Plymouth Six itself!"

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Sunday, Monday and Holidays

Engineering—The Only Explanation . . .

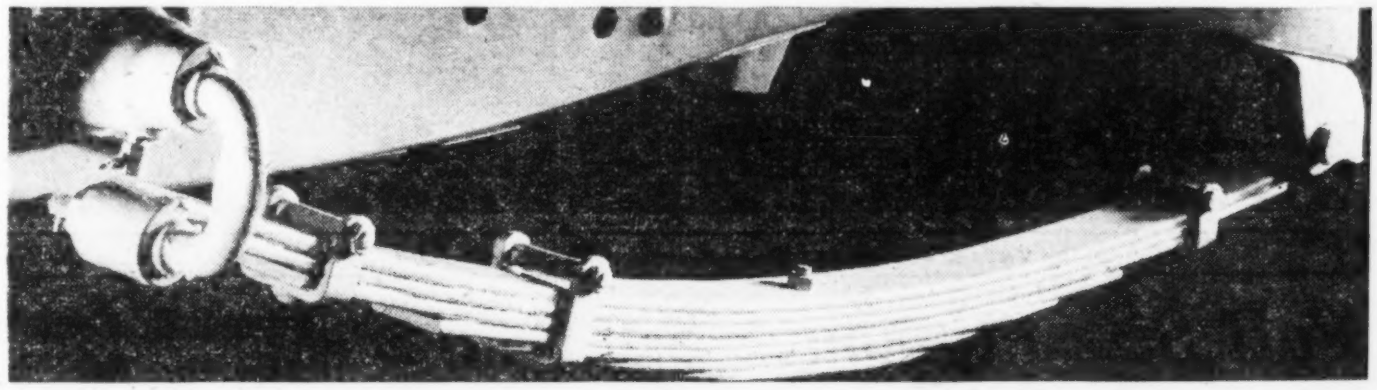
The new Plymouth Six has 'em on the run!

Prospects running into Plymouth showrooms—and competition running, too!

Judging from the time that the trade spends talking about the new Plymouth, it appears that once more Walter P. Chrysler has 'em guessing.

They don't understand how Plymouth can be such a large, comfortable and easy-riding six-cylinder motor car, with a body as big as the famous 1932 four-cylinder Plymouth—yet be priced at $60 less!

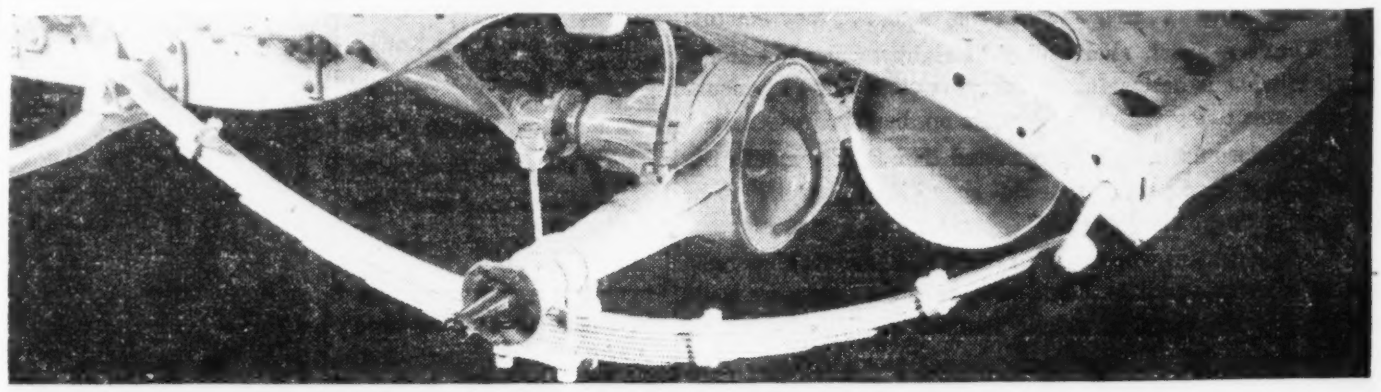
They don't understand how Plymouth engineered such a big, all-steel body, yet utterly cut out all the excess dead weight that has always been the enemy of performance.



The Plymouth Six chassis is built with watch-like precision. And inspection of the long frame of the car reveals why Plymouth rides easier than cars costing three times Plymouth's price!

LOOK AT THE LONG FRONT SPRING, SHOWN ABOVE. Note that it's mounted outside and parallel to the frame Note the Silent U shackles which make for free spring shackle action and quiet operation.

Spring front ends are set in RUBBER. This means no lubrication is necessary at that point—and road shocks are insulated and cushioned. And this front spring is BIGGER—thirty-six inches long!



LOOK AT THE LONG REAR SPRING. This spring gives Plymouth owners 53½ inches of riding comfort. The rear spring, too, is set in rubber at one end.

Both front and rear springs have OILITE DISCS INSERTED BETWEEN THE SPRING LEAVES AT THE ENDS. This means SQUEAKLESS SPRINGS, and in conjunction with the Silent-U shackles, it gives Plymouth a big PLUS factor in riding over any other car in the lowest-price field!

It's Engineering that did it. Thinking. Out-thinking everybody else in the automobile industry. Knowing what to do and how to do it. The same engineering that created that first amazing Chrysler of 1924 . . . the engineering that changed the whole trend of automotive design . . . the engineering that perfected Floating Power.

There's something else, too.

It not only takes smart men to create good ideas—it takes a smart man to recognize ideas when he sees 'em.

Walter P. Chrysler is such a man. Only Walter P. Chrysler, with his astute management, his brilliant engineers, his flexible manufacturing facilities, could produce such a value as the Plymouth Six—and price it at $60 less than last year!

IS IT ANY WONDER THAT EVERYBODY IS SAYING THAT AMERICA'S MOST TALKED-ABOUT MOTOR CAR MANUFACTURER IS HEADED FOR FIRST PLACE WITH THE NEW PLYMOUTH SIX?

—Advertisement

HUFSTADER WILL HEAD BUICK SALES; LEWALD HEADS ADVERTISING

(Continued from Page 1)

ness manager on dealer relationships.

Hufstader's position as central regional manager will be taken by D. U. Bathrick, who has been Chicago zone manager. Mr. Bathrick has likewise had broad sales experience with various General Motors units both here and abroad. With the Pontiac division he held the positions of zone, regional and Western sales manager.

H. A. Thevellyan, who has been St. Louis zone manager, returns to Chicago as zone manager. Trevellyan was formerly zone and regional manager for Oldsmobile at Chicago and was connected with the Olds field organization for a number of years.

G. R. Jones, Los Angeles zone manager, becomes St. Louis zone manager, and his position at Los Angeles has been taken over by the assistant zone manager, T. M. Ray.

Curtis C. Lewald has been appointed advertising manager for Buick, succeeding E. J. Poag, resigned. Mr. Lewald is thoroughly familiar with Buick advertising through his work as agency executive on this account for the Campbell-Ewald Company during the past few years.

TRUCK DEALERS

South Bend, Ind., Nov. 28.—Two new truck dealers are announced by the Studebaker Corporation as follows: Le Roy Mikels, Stroudsburg, Pa.; John A. Dugan, Placerville, Cal.

WILLY TO SPEAK AT N.A.F.C. MEETING

(Continued from Page 1)

nificance to the appearance of Mr. Willys on their program.

The Committee on Canadaian Business Practice is headed by William M. McGrew, Jr., oof Toronto, Ont., and that on Canadian legislation by E. E. Webster of Montreal. Other special committees whose reports at the New Orleans convention will have major influence in shaping installment financing policies of 1933 are those on diversified financing, and on eligibility of finance company paper for rediscount Federal Reserve banks.

An attendance of 200 finance company executives is expected for the three-day meeting where such other issues as the "relation between insurance and credit for installment buying" and "fallacies of the depression" will be discussed.

"A general trend in many parts of our credit structure toward more reasonable cost of money has brought this subject into the foreground for open discussion at the convention of the finance companies," says Mr. Hanch. "The list of subjects for open forum discussion shows many other signs that the company executives have a broader vision of the importance of their institutions in our financial life, and gives promise of solution for some of the weightier problems confronting consumer credit today. Prospects for motor business, more efficient operation of finance companies and the automobile dealer's place in the economics of financing, will all be discussed from the floor."

COMMERCIAL CREDIT

Baltimore, Nov. 28.—At the regular meeting of the board of directors of Commercial Credit Company regular quarterly dividends on the 6½ per cent. and 7 per cent. first preferred stocks, 8 per cent. Class B preferred and the $3 Class A convertible stocks were declared, payable December 31, 1932, to stockholders of record at 12 m. on December 10, 1932.

ROTARY LIFT CO.

Memphis, Tenn., Nov. 28.—At a meeting of the board of directors of Rotary Lift Company, Memphis, Tenn., R. J. O'Brien was re-elected as president and E. E. Blevins was re-elected as secretary. Harry Brock and C. W. Eiserer were elected vice-presidents and J. E. Polsdorfer was elected treasurer. Payment of the regular semi-annual cash dividend was authorized on all stock outstanding at the close of business on October 25, 1932.

CURRENT PRICES OF PASSENGER CAR MODELS

AUBURN—8-cyl. 127 W. B.
8-100 Standard Models

Business Coupe	675	5 Phaeton Sedan	845
5 2-dr. Brougham	725	Speedster	845
4 Full Sedan	775	7 Sedan (136	
Cus. Type Cabri.	795	W. B.)	875

AUBURN—8-cyl. 127 W. B.
Custom 8-100 Dual Ratio Models

Business Coupe	805	5 Phaeton Sedan	975
5 2-dr. Brougham	855	Speedster	975
4 Full Sedan	905	7 Sedan (136	
Cus. Type Cabri.	925	W. B.)	1,005

AUBURN—12-cyl. 133 W. B.
12-160 Standard Models

Business Coupe	975	Cus. Type Cabri.	1,095
5 2-dr. Brough.	1,025	5 Phaeton Sedan	1,145
4 Full Sedan	1,075	Speedster	1,145

AUBURN—12-cyl. 133 W. B.
Custom 12-160 Dual Ratio Models

Business Coupe	1,105	Cus. Type Cabri.	1,225
5 2-dr. Brough.	1,155	5 Phaeton Sedan	1,275
4 Full Sedan	1,205	Speedster	1,275

AUSTIN—4-cyl. 75 W. B.

Business Coupe	275	Roadster	305
Spl. Business Coupe	295	Coupe	315
		Sub. Coupe	375

BUICK—8-cyl. 114 W. B.
Models 32-50

2 Business Coupe	935	4 Con. Cp. Rdst.	1,080
5 Sedan	995	5 Spec. Sedan	1,080
4 Spec. Coupe	1,040	5 Can. Phaeton	1,080
5 Vic. Coupe	1,060	5 Spt. Phaeton	1,155

BUICK—8-cyl. 118 W. B.
Models 32-60

2 Bus. Coupe	1,250	5 Sedan	1,310
4 Spec. Coupe	1,270	5 Con. Phaeton	1,310
4 Con. Cp. Rdst.	1,310	5 Spt. Phaeton	1,390

BUICK—8-cyl. 126 W. B.
Models 32-80

5 Vic. Trav. Cp.	1,540	5 Sedan	1,570

BUICK—8 cyl. 134 W. B.
Models 32-90

7 Spt. Phaeton	1,675	5 Club Sedan	1,820
4 C'try Club Cp.	1,740	5 Con. Phaeton	1,820
5 Vic. Coupe	1,785	7 Sedan	1,935
4 Con. Cp. Rdst.	1,805	7 Limousine	2,055
5 Sedan	1,805		

CADILLAC—V-8, Series 355 B. 134 W. B.
Fisher Bodies

2 Coupe	2,795	2 Roadster	2,895
5 Stan. Sedan	2,895	2 Con. Coupe	2,945

CADILLAC—V-8, Series 355 B. 140 W. B.
Fisher Bodies

5 Coupe	2,995	7 Sedan	3,145
5 Stan. Phaeton	2,995	5 Spt. Phaeton	3,245
5 Spec. Sedan	3,045	7 Imperial	3,295
5 Town Sedan	3,095	5 A. W. Phaeton	3,495
5 Spec. Phaeton	3,095		

CADILLAC—V-8, Series 355 B. 140 W. B.
Fleetwood Bodies

5 Sedan	3,395	5 Town Cabriol.	4,095
5 Town Coupe	3,395	7 Town Cabrial.	4,245
7 Sedan	3,545	7 Lim. Brough.	4,245
7 Limousine	3,745		

CADILLAC—V-12, Series 370 B. 134 W. B.
Fisher Bodies

2 Coupe	3,495	2 Roadster	3,595
5 Stan. Sedan	3,595	2 Con. Coupe	3,645

CADILLAC—V-12, Series 370 B. 140 W. B.
Fisher Bodies

5 Coupe	3,695	7 Sedan	3,845
5 Stan. Phaeton	3,695	Spt. Phaeton	3,945
5 Spec. Sedan	3,745	7 Imperial	3,995
5 Town Sedan	3,795	5 A. W. Phaeton	4,195
5 Spec. Phaeton	3,795		

CADILLAC—V-12, Series 370 B. 140 W. B.
Fleetwood Bodies

5 Sedan	4,095	5 Town Cabriol.	4,795
5 Town Coupe	4,095	7 Town Cabriol.	4,945
7 Sedan	4,245	7 Lim. Brough.	4,945
7 Limousine	4,445		

CADILLAC—V-16, Series 452 B. 143 W. B.
Fisher Bodies

2 Coupe	4,495	2 Roadster	4,595
5 Stan. Sedan	4,595	2 Con. Coupe	4,645

CADILLAC—V-16, Series 452 B. 149 W. B.
Fisher Bodies

5 Stan. Phaeton	4,695	5 Spt. Phaeton	4,945
5 Spec. Phaeton	4,795	5 A. W. Phaeton	5,195

CADILLAC—V-16, Series 452 B. 149 W. B.
Fleetwood Bodies

Sedan	5,095	5 Town Cabriol.	5,795
5 Town Coupe	5,095	7 Town Cabriol.	5,945
7 Sedan	5,245	7 Lim. Brough.	5,945
7 Limousine	5,445		

CHEVROLET—6-cyl. 109 W. B.

Roadster	445	De Luxe Coach	515
Sport Roadster	485	Sport Coupe	535
Standard Coupe	490	5 Coupe	575
Coupe (5 win.)	490	Sedan	590
Phaeton	495	Cabriolet	595
Coach	495	Special Sedan	615
De Luxe Coupe	510	Landau Phaeton	625

CHRYSLTR—6-cyl. 116 W. B.

2 Business Coupe (5 wires or wood wheels)	865	5 Sedan (5 wire or wood wheels)	895
2-4 Roadster (R.S.) (5 wire or wood wheels)	885	5 Phaeton (5 wire wheels)	915
2-4 Coupe (R.S.) (5 wire or wood wheels)	885	2-4 Con. Coupe (R.S.) (5 wire or wood wheels)	935
		5 Con. Sedan (6 wire or wood wheels)	1,125

CHRYSLER—8-cyl. 125 W. B.

2-4 Coupe (R.S.) (5 wire or wood wheels	1,435	2-4 Con. Coupe (R.S.) (5 wire or wood wheels)	1,495
5 Coupe (5 wire or wood wheels)	1,475	5 Con. Sedan (6 wire or wood wheels)	1,695
5 Sedan (5 wire or wood wheels	1,475	5 Town Car (6 wire wheels)	3,975

CHRYSLER IMPERIAL—8-cyl. 125 W. B.

2-4 Coupe (R.S.) (5 wire or wood wheels)	1,925	5 Con. Sedan (6 wire or wood wheels)	2,195
5 Sedan (5 wire or wood wheels)	1,945		

CHRYSLER IMPERIAL—8-cyl. 146 W. B.
Custom Models

5 Cl. Cpld. Sedan (6 wire or wood wheels)	2,895	7 Sedan limousine (6 wire or wood wheels)	3,295
7 Sedan (6 wire or wood wheels)	2,995	5 Phaeton (6 wire or wood wheels)	3,395
2-4 Con. Coupe Roadster (6 wire or wood wheels)	3,295	5 Con. Sedan (6 wire or wood wheels	3,595

CORD—8-cyl. 137½ W. B.

Sedan	2,395	Cabriolet	2,495
Brougham	2,395	Phaeton Sedan	2,595

DE SOTO—6-cyl. 113 W. B.
Standard Models

2 Bus. Roadster	675	4 Coupe (R S)	735
2 Bus. Coupe	695	5 Sedan	775
5 Brougham	695	5 Phaeton	775

DE SOTO—6-cyl. 113 W. B.
Custom Models

4 Roadster	775	2-4 Con. Coupe	845
2-4 Coupe (R S)	790	7 Sedan	925
5 Sedan	835	5 Con. Sedan	975

DE VAUX—6-cyl. 114 W. B.

2 Coupe	725	Custom Coupe (R S)	845
Standard Coupe (R S)	775	Custom Sedan	845
Standard Sedan	775	Con. Cus. Coupe	895

DODGE—6-cyl. 114½ W. B.
D. L. Models

2 Business Coupe (5 wire or wood wheels, R. M.)	795	5 Sedan (5 wire wheels, 1 F. W.)	859.50
2 Business Coupe (5 wire or wood wheels 1 F. W.)	809.50	2-4 Coupe (R S) 6 wire or wood wheels, 2 F. W.)	865
2 Business Coupe (6 wire wheels, 2 F. W.)	825	5 Sedan (6 dem. wood wheels, 2 F. W.)	875
2-4 Coupe (R S) (5 wire or wood wheels, R. M.)	835	5 Sedan (6 wire wheels, 2 F. W.)	875
5 Sedan (5 dem. wood wheels, R. M.)	845	5 Sedan (disc wheels, R. M.)	885
5 Sedan (5 wire wheels, R. M.)	845	2-4 Con. Coupe (5 wire or wood wheels, R. M.)	895
		2-4 Con. Coupe (6 wire or wood wheels, 2 F. W.)	925

DODGE—8 cyl., 122 W. B.
D. K. Models

2-4 Coupe R. S. (5 wood or wire wheels, R. M.)	1,115	5 Sedan (6 wire wheels, 2 F.W.)	1,150
5 Sedan (5 dem. wood wheels, R. M.	1,145	5 Coupe (6 wire or wood wheels, 2 F. W.)	1,180
5 Sedan (5 wire wheels, R. M.)	1,145	2-4 Con. Coupe (6 wire or wood wheels, 2 F. W.)	1,220
5 Coupe (5 wire wheels, R. M.	1,145	5 Con. Sedan (5 wire wheels, R. M.)	1,395
2-4Coupe (R. S.) (6 wire or wood wheels, 2 F. W.)	1,150	5 Con. Sedan (6 wire wheels, 2 F. W.)	1,430
5 Sedan (6 dem. wood wheels, 2 F. W.)	1,180		

ESSEX—6-cyl. 106 W. B.
Terraplane

Roadster	425	Sport Roadster	525
Coupe	470	Sedan	550
Coach	475	Coupe (R. S.)	550
Sport Coupe	510	Conv. Phaeton	595
De Luxe Coupe	510	De Luxe Sedan	590
De Luxe Coach	515		

ESSEX—6-cyl. 113 W. B.
Standard Models

2 Business Coupe	660	5 Pass. Phaeton	765
5 Coach	665	5 2-dr. Sedan (3 windows)	735
4 Coupe	710		

ESSEX—6-cyl. 113 W. B.

Business Coupe	695	Standard Sedan	775
Coach	705	Special Coupe	795
Town Sedan	745	Special Sedan	845
4 Coupe	745	Con. Coupe	815
5 Phaeton	765		

FORD—V-8, 106 W. B.

Roadster	460	De Luxe Coupe	575
Coupe	490	Fordor Sedan	590
Phaeton	495	Victoria	600
Tudor Sedan	450	Cabriolet	610
De L. Roadster	500	De Luxe Fordor Sedan	645
Sport Coupe	535	Con. Sedan	650
De L. Phaeton	545		
De L. Tudor Sed.	550		

FORD—4-cyl. 106 W. B.

Roadster	410	De Luxe Coupe	525
Coupe	440	Fordor Sedan	540
Phaeton	445	Victoria	550
Tudor Sedan	450	Cabriolet	560
De L. Roadster	450	De Luxe Fordor Sedan	595
Sport Coupe	485	Con. Sedan	625
De L. Phaeton	495		
De Luxe Tudor Sedan	500		

FRANKLIN—6-cyl. 118 W. B.
Olympic Models

Coupe	1,385	Con. Coupe	1,500
Sedan	1,385		

FRANKLIN.—6-cyl. 132 W. B.
Supercharged Airman

5 Sedan	2,345	Vic. Brougham	2,445
Coupe	2,345	7 Sedan	2,545
Con. Coupe	2,390	Speedster (wire wheels)	2,545
Club Brougham	2,395		
Oxford Sedan	2,395	Limousine	2,695

FRANKLIN—12-cyl. 144 W. B.

5 Sedan	3,885	7 Sedan	3,935
Club Brougham	3,885	Limousine	4,185

GRAHAM—6-cyl. 113 W. B.

Town Sed. (2 win)	680	Sedan (3 win.)	710

GRAHAM—6-cyl. (1933). 118 W. B.

2 Coupe	825	4 Coupe (R. S.)	955
5 Sedan	815	Con. Coupe (R. S.)	895

GRAHAM—8-cyl. 128 W. B.
Standard

2 Coupe	925	4 Coupe (A. S.)	975
5 Sedan	975		

GRAHAM—8-cyl. 123 W. B.
De Luxe

2 Coupe	1,000	4 Coupe (R. S.)	1,050
5 Sedan	1,050	4 Con. Coupe	1,070

HUDSON—8-cyl. 119 W. B.
Standard Series

Business Coupe	995	Standard Sedan	1,095
Coach	1,025	Special Coupe	1,115
4 Coupe	1,045	Con. Coupe	1,195
Town Sedan	1,050		

HUDSON—8-cyl. 126 W. B.
Sterling Series

Sur. Sedan	1,215	Special Sedan	1,295

HUDSON—8-cyl. 122 W. B.
Major Series

Touring Sedan	1,445	Club Sedan	1,495
Brougham	1,495	7 Sedan	1,595
7 Phaeton	1,395		

HUPMOBILE—216. 6-cyl. 116 W. B.

5 Phaeton	795	Com. Coupe	895
4 Roadster	795	5 Sedan	895
4 Con. Cabriolet	895		

HUPMOBILE—222. 8-cyl. 122 W. B.

2 Coupe (R S)	1,295	5 Victoria	1,360
5 Sedan	1,295	5 Cub. Roadster	1,395

HUPMOBILE—226. 8-cyl. 126 W. B.

2 Coupe (R S)	1,595	5 Victoria	1,695
5 Sedan	1,595	2 Cabriolet Road	1,695

LA SALLE—V-8. Series 345. B. 130 W. B.
Fisher Bodies

2 Coupe	2,395	2 Con. Coupe	2,545
5 Sedan	2,495	5 Town Coupe	2,545

LA SALLE—V-8. Series 345 B. 136 W. B.
Fisher Bodies

5 Town Sedan	2,645	7 Imperial	2,795
7 Sedan	2,645		

LINCOLN—8-cyl. 126 W. B.
Standard Models

2 Roadster	2,960	2 Coupe	3,200
4 Phaeton	3,000	5 Victoria	3,200
Town Sedan (2 win.)	3,100	7 Sedan	3,300
5 Sedan	3,200	7 Limousine	3,350

LINCOLN—12-cyl. 145 W. B.
Standard Models

4 Spt. Phaeton	4,300	4 Spt. Phae. (Tonneau cowl)	4,500
7 Spt. Touring	4,300	5 Sedan	4,600
5 Coupe	4,400	7 Sedan	4,700
4 Town Sedan (2 or 3 win.)	4,500	7 Limousine	4,900

LINCOLN—12-cyl. 145 W. B.
Custom Models

2 Con. Road. (R S) Le Baron	4,600	5 Con. Victoria Waterhouse	5,900
2 Coupe Dietrich	5,000	5 Con. Sedan Dietrich	6,400
2 Coupe Judkins	5,100	5 Spt. Berline Dietrich	6,500
2 Coupe (R S) Dietrich	5,150	2 Spt. Roadster Murphy	6,800
2 Coupe (R S) Judkins	5,350	7 Brougham Brunn	7,600
5 Berline	5,700	Town Brougham Willoughby	7,100
7 Limousine Willoughby	5,900	5 Cabriolet (N C or S C) Brunn	7,200

MARMON—8-125. 125 W. B.
Standard Models

5 Sedan (5 wire wheels)	1,420	2 Con. Coupe (5 wire wheels)	1,595
2 Coupe (R S) (5 wire wheels)	1,420		

MARMON—8-125. 125 W. B.
De Luxe Models

5 Sedan (6 wire wheels	1,545	2 Con. Coupe (6 wire wheels)	1,595
2 Coupe (R S) (6 wire wheels	1,545		

MARMON—16-cyl. 145 W. B.

5 Sedan	4,825	2 Con. Coupe	4,975
2 Coupe (R S)	4,825	7 Sedan	4,925
5 2-dr. Coupe	4,925	5 Con. Sedan	5,075
5 Cl. Cpl. Sedan	4,925	7 Limousine	5,175

NASH—6-cyl. 116 W. B.
Big Six Models

2 Coupe	777	5 4-dr. Sedan	840
5 4-dr. Town Sedan	825	5 2-dr Con Sedan	935
4 Coupe	825	4 Con. Roadster	856

NASH—8-cyl. 121 W. B.
Standard Eight Models

2 Coupe	965	5 4-dr. Sedan	1,015
5 4-dr. Town Sedan	975	4 Con. Roadster	1,055
4 Coupe	1,015	5 2-dr. Con. Sedan	1,095

NASH—8-cyl. 128 W. B.
Special Twin Ignition Eight Models

2 Coupe	1,270	5 4-dr. Sedan	1,320
4 Coupe	1,320	5 Victoria	1,395
4 Con. Road	1,395	5 4-dr. Con. Sedan	1,475

NASH—8-cyl. 133 W. B.
Advanced Twin Ignition Eight Models

5 4-dr. Sedan	1,595	5 Victoria	1,785
4 Coupe	1,695	5 4-dr. Con. Sedan	1,775
4 Con. Roadster	1,795	Sedan	1,875

NASH—8-cyl. 112 W. B.
Ambassador Twin Ignition Eight Models

5 4-dr. Sedan	1,855	7 Sedan	1,955
5 4-dr. Brough.	1,855	7 Limousine	2,055

OLDSMOBILE—6-cyl. 116½ W. B.
F-32 Models

2-dr. Sedan	875	4-dr. Sedan	955
Bus. Coupe	875	Con. Roadster	955
Sport Coupe	925	Patrician Sedan	990

OLDSMOBILE—8-cyl. 116½ W. B.
L-32 Models

2-dr. Sedan	975	4-dr. Sedan	1,055
Bus. Coupe	975	Con. Roadster	1,055
Sport Coupe	1,025	Patrician Sedan	1,090

PACKARD—8-cyl. 127¾ W. B.
Light Eight

5 Sedan	1,895	2-4 Coupe Road	1,940
5 Coupe Sedan	1,940	3-4 Coupe	1,940

PACKARD—8-cyl. 129½ W. B.
Standard Eight

5 Sedan	2,350		

PACKARD—8-cyl. 136½ W. B.
Standard Eight

7 Touring	2,700	5 Club Sedan	2,795
2-4 Coupe	2,795	7 Sedan	3,035
4 Phaeton	2,850	5 Spt. Phaeton	3,150
2-4 Coupe Road.	2,850	Sedan Limou.	3,185
5 Sedan	2,885	5 Con. Victoria	3,295
5 Coupe	2,945	5 Con. Sedan	3,450

PACKARD—8-cyl. 142¼ W. B.
De Luxe Eight

2-4 Coupe	3,350	7 Touring	3,595
5 Sedan	3,445	5 Club Sedan	3,595
2-4 Coupe Road.	3,450	4 Spt. Phaeton	3,790
4 Phaeton	3,480	5 Con. Victoria	4,025
5 Coupe	3,550	5 Con. Sedan	4,095

PACKARD—8-cyl. 143¾ W. B.
De Luxe Eight

7 Sedan	3,695	7 Sedan Limou.	3,895

PACKARD—Twin Six. 142¾ W. B.

2-4 Coupe	4,150	5 Club Sedan	4,395
5 Sedan	4,245	7 Touring	4,395
2-4 Coupe Road.	4,250	4 Spt. Phaeton	4,590
4 Phaeton	4,290	5 Con. Victoria	4,825
5 Coupe	4,350	5 Con. Sedan	4,895

PACKARD—Twin Six. 143¾ W. B.

7 Sedan	4,495	7 Sedan Limou.	4,695

PACKARD—8-cyl. 142½-143¾ W. B.
De Luxe Custom Models

Sp. Phaeton (Dietrich)	5,400	Sedan Limou.	6,750
Stationary Coupe (Dietrich)	5,800	A. W. Brougham	6,750
Con. Roadster (Dietrich)	5,950	Sport Sedan	6,750
Con. Victoria (Dietrich)	6,050	Cabriolet Sedan Limousine	6,750
Con. Sedan (Dietrich)	6,150	A. W. Town Car	6,750
A. W. Sport Cabriolet	6,750	A. W. Cabriolet	6,750
		A. W. Town Car Landaulet	7,150
		A. W. Landaulet	7,150
		A. W. Sport Landaulet	7,150

PACKARD—Twin Six. 142¾-143¾ W. B.
Custom Models

Sport Phaeton (Dietrich)	6,500	Con. Sedan (Dietrich)	6,950
Stationary Coupe (Dietrich)	6,600	A. W. Town Car	7,550
Con. Roadster (Dietrich)	6,750	A. W. Cabriolet	7,550
Con. Victoria (Dietrich)	6,850	A. W. Town Car Landaulet	7,950
		A. W. Landaulet	7,950

PIERCE-ARROW—54. 137 W. B.

5 Cl. Brougham	2,850	5 Club Sedan	3,150
5 Sedan	2,985	5 Tourer	3,350
4 Coupe	2,985	5 Club Berline	3,350
4 Con. Coupe Roadster	3,100	5 Spt. Phaeton	3,350
		5 Con. Sedan	3,450

PIERCE-ARROW—54. 142 W. B.

7 Sedan	3,185	7 En. Dr. Limousine	3,450
7 Tourer	3,450		

PIERCE-ARROW—53. 137 W. B.

5 Cl. Brougham	3,650	5 Club Sedan	3,950
5 Sedan	3,785	5 Tourer	3,950
4 Coupe	3,785	5 Club Berline	4,150
4 Con. Coupe Roadster	3,900	5 Spt. Phaeton	4,150
		5 Con. Sedan	4,250

PIERCE-ARROW—53. 142 W. B.

7 Sedan	3,985	7 En. Dr. Limousine	4,250
7 Touring	4,250		

PIERCE-ARROW—52. 142 W. B.

5 Sedan	4,295	5 Club Berline	4,600
5 Club Sedan	4,400		

PIERCE-ARROW—52. 147 W. B.

7 Sedan	4,535	7 En. Dr. Limousine	4,800

PIERCE-ARROW—51. 147 W. B.
Custom Models

Con. Victoria (Le Baron)	5,200	En. Dr. Lim. (Le Baron)	6,200
Coupe (Le Baron) (metal back)	5,300	Town Brougham (Brunn)	6,700
Coupe (Le Baron) (leather back)	5,600	Town Car (Brunn)	6,700
Club Sedan (Le Baron)	5,700	Town Cabriolet (Brunn)	7,200
Con. Sedan (Le Baron)	5,700	En. Dr. Lim. Brougham (Brunn)	7,200
Con. Sedan (Le Baron)	6,100		

PLYMOUTH—6-cyl. 107 W. B.

Stan. Coupe	495	Sedan	575
Spt. Coupe	545	Cabriolet	595

PONTIAC—6-cyl. 114 W. B.

2 Stan. Coupe	633	5 4-dr. Sedan	725
5 2-dr. Sedan	645	2 Con. Coupe	765
4 Coupe (R. S.)	715	5 Custom Sedan	795

PONTIAC—V-8. 117 W. B.

2 Stand. Coupe	845	Con. Coupe	945
2-Dr. Sedan	845	2-Dr. Sedan	945
4 Coupe (R. S.)	925	Custom Sedan	1,025

REO—MODEL S—117 W. B.
Flying Cloud

5 Stan. Sedan	995	Stan. Convertible Coupe	1,045
Coupe	995		

REO—8-25. 8-cyl. 125 W. B.

Coupe	1,565	Sedan	1,565
Victoria	1,565		

REO ROYALE—8-cyl. 131 W. B.

Sedan Victoria	1,785	Coupe	1,785

REO ROYALE—8-cyl. 135 W. B.
Custom Models

Sedan	2,445	Con. Coupe	2,445
Coupe	2,445		

ROCKNE—6-65. 6-cyl. 110 W. B.
Standard Models

2 Coupe	585	5 Sedan	635
Coach	595	Conv. Roadster	675
4 Coupe	620	Conv. Sedan	695

ROCKNE—6-65. 6-cyl. 110 W. B.
De Luxe Models

2 Coupe	630	5 Sedan	680
Coach	640	Conv. Roadster	720
4 Coupe	665	Conv. Sedan	740

ROCKNE—6-75. 6-cyl. 114 W. B.
Standard Models

2 Coupe	695	5 Sedan	735
4 Coupe	720		

ROCKNE—6-75. 6-cyl. 114 W. B.
De Luxe Models

2 Coupe	730	5 Sedan	780
4 Coupe	765		

STUDEBAKER—6-cyl. 115 W. B.

2 Coupe	840	4 Regal Coupe	895
4 Coupe	890	5 Regal St. Regis	
5 St. Regis Brougham	915	Brougham	1,020
5 Sedan	915	Regal Sedan	1,020
4 Con. Roadster	915	4 Regal Con. Roadster	1,020
2 Regal Coupe	895	Regal Con. Coupe	
5 Con. Sedan	995	Sedan	1,090

STUDEBAKER—6-cyl. 117 W. B.
Dictator Models

2 Coupe	980	4 Regal Coupe	1,130
4 Coupe	1,037	Regal St. Regis Brougham	1,155
5 St. Regis Brougham	1,050	Regal Sedan	1,155
5 Sedan	1,050	4 Regal Con. Roadster	1,050
4 Con. Roadster	1,050	Roadster	1,155
2 Regal Coupe	1,085	5 Regal Con. Sedan	1,230
5 Con. Sedan	1,125		

STUDEBAKER—8-cyl. 125 W. B.
Commander Models

4 Coupe	1,350	5 Regal Sedan	1,850
4 Con. Roadster	1

Production--Engineering--Factory

SCIENTIFIC JUNKING

Accumulations of worn-out and outmoded rolling stock have long been an economic problem for the railroads; yards and sidings are cluttered with old cars and locomotives and until recently little has been done toward salvaging what is admittedly valuable material. At the same time, vast piles of automobile junk have been heaped up in shop yards and along the public highways, contributing nothing but added unsightliness to already drab landscapes.

Until the oxy-acetylene blowpipe was used in cutting through any and all kinds of metals, it was impracticable to transport the heaviest and most valuable of the accumulated junk. But this hottest of flames has solved that problem, and, cutting through any thickness of metal—like a knife through warm butter—it is now possible to reduce a railway engine or car, or an automobile hulk into pieces easily handled and ready to ship. The mobility of this cutting equipment also has eased the problem and the rapidity with which junk yards are being cleared of their stores has established the economy and effectiveness of the method.

As formerly handled, difficulties were experienced in the foundries in effecting proper mixtures of alloys while the junk metals were being remelted. Costly waste was entailed in the introduction of the alloys by the old methods.

According to engineers of the Electro Metallurgical Company, a unit of Union Carbide and Carbon Corporation, this is explained by the fact that vitiating gases attack the cupola alloys before they reach the hottest zone and a part of these valuable alloys is lost. To overcome this difficulty the Metallurgical Company has introduced ferro-alloys briquets, carefully weighed as to amount of alloy contained in each, and molded with a refractory binder that preserves the alloy against oxidation.

"When the alloys are protected with the refractory binder that electrometallurgical briquets provide," it is stated, "every penny's worth of the alloy value goes into the iron and makes it cleaner, stronger and cheaper.

"Since these alloy briquets—made in silicon, chromium or manganese—contain exact weights of the metallic elements, they can be added to the cupola charge in any predetermined amount by simply counting the number of briquets used, instead of weighing definite amounts of the ferro alloys or the pig iron containing these elements. The mixes are thereby easily and quickly made; losses are minimized and hotter iron is not uncommon.

"Following their introduction, the briquetted alloys have received exhaustive tests in commercial production in many foundries, all with highly satisfactory results."

With the new, speedy and effective cutting methods and the improved foundry processes, it is pointed out that further impetus may be given the scrap metal industry and that organized local clean-up campaigns will result in the reclamation of vast tonnages of valuable metal which now constitute not only public eyesores but economic wastes as well.

New Coated Electrode For Manganese Welding

A new coated electrode for manganese welding, designated as Type W-85, has been announced by the General Electric Company. This new wire finds its principal application in the building up of worn manganese steel castings to original dimensions and in the repair of such fractured parts.

It also can be readily applied to obtain a manganese steel surface on parts of ordinary steel and iron, thereby giving the parts a tough, work-hardening, wearing surface at a low cost. Other applications will be found in worn equipment. Considerable saving is possible through reclaiming instead of scrapping dipper teeth, crusher mandrels and all pulverizer parts, as well as worn parts of numerous items of equipment used in the oil fields. In addition, this new electrode should be of great interest to the traction industry for building up worn switches, frogs and crossovers.

The new electrode has several features, among which are stated to be the following:

1. Reliable welds can be made by relatively unskilled operators.

2. When the rod is melted in the atmosphere and applied to ferrous metal articles, it exhibits the essential characteristics of standard heat-treated manganese steel, that is, toughness, ductility and surface hardening under cold working. The nickel content overcomes any tendency of the metallic manganese content of the rod to oxidize and prevents brittleness under slow cooling.

3. No quenching of the weld-metal is necessary. The nickel successfully "carries" the relatively high carbon without affecting the ease of welding and the high carbon, in turn, gives excellent wearing qualities to the weld.

4. The electrode is furnished with a coating, which has a high arc-sustaining property, making the wire readily adaptable to both a. c. and d. c. welding.

VANITEX UTILITY RUBBER APRONS

This product of Van Cleef Bros., Chicago, is designed to give jobbers a quality apron for the use of car washers, battery men and others.

It is waterproof and acidproof. Although a heavy duty apron, it only weighs 2 lbs. 6 ozs., as the rubberizing is done with pure rubber. This double-coated apron is made from a closely-woven, smooth cotton drill of great strength. The finish of the rubber is smooth and velvety and free from lumps or imperfections. A lighter weight and sized apron is also made, especially for factory workers, chemists, florists and others who need protection from liquids, acids, etc. It weighs only 12¾ ozs.

F. W. STEWART BUYS DETROIT KEY CO.

The F. W. Stewart Manufacturing Company has bought out the Detroit Key Machine Company of Detroit and has moved the business to Chicago.

The Detroit key machine is designed to cut keys for every lock used on motor vehicles, except the Chicago and there are codes and filing devices to take care of these. The machine is designed to permit the service station to offer a specialized key service to its customers. The company publishes a code book containing seventy-two code pages.

The newest model of the key cutting machine contains a new universal dial, a circular steel disc constructed on the eccentric principle to mark off in one-thousandths of an inch all depths used on locks, and should take care of depths of future locks, which eliminates the possibility of the equipment becoming obsolete.

The rotary steel file is the finest quality obtainable, and easily replaced if necessary. The guide block has a plunger of cold rolled steel between the disc and spacer key to control spacing and depth of cuts, which may be adjusted if necessary. The vise assembly on the left, to hold the spacer key when cutting from code and the original key when cutting from duplication, is well made and cadmium plated. The other vise holds the blank to be cut.

ELECTRON TUBES FOR CONTROL AND POWER PURPOSES

At a meeting today of the Power Group of the New York Section of the A. I. E. E., W. S. Hill of the General Electric Company read a paper on "Electron Tubes for Control and Power Purposes." An outline of Mr. Hill's remarks follows:

As this is the first meeting which the power group has devoted to electronics, some of the principles will be covered briefly. Electron emission will be outlined in order to indicate the part played by hot cathodes. The different characteristics obtained with two, three and four electrodes tubes of the high vacuum and gas or mercury vapor types will be covered. Having established the theory, it will be developed through illustrations in control circuits. One important combination providing countless applications is the phototube, Pliotron and Thydratron. Its use in the packaging process is a good example of its possibilities, although a few other illustrations will be mentioned. Pliotrons as sensitive relays provide another field as in elevator and train control. A third general classification is the controlled rectifier. With this we can provide armature or field control for direct current motors, we can vary the saturation on a saturable core reactor in series with an alternating current circuit, or open and short circuit the secondary of a series transformer. Applications to theater lighting and welding are illustrations.

Phanotrons with copper bodies are being operated as power rectifiers. The connections employed will be shown and the auxiliaries explained. Requirements of the filament supply, interphase transformer and relays will be outlined. Regulation and efficiency curves will be shown and comparisons made to rotating conversion apparatus. Certain difficulties are encountered when applying hot cathode tubes to three-wire and elevator loads. Suggestions will be made for solving these difficulties. Something will be said of future needs and probabilities.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

Ten Passenger Car Sales Leaders, October, 1932

Reports published as returns come in.

Returns for today: Alabama, Arizona, Kentucky, Nevada, Oklahoma, and Texas.

In this table 44 states and the District of Columbia. Comparative figures for September, 1932, on Page 11

OCT., State	1932 Sales	First		Second		Third		Fourth		Fifth		Sixth		Seventh		Eighth		Ninth		Tenth	
Alabama	891	Chev	364	Ford	264	Plym	51	Buick	25	WO	21	CH-D-E	18	Pontiac	17	Stude	11	Rockne	7	N-R	6
Arizona	202	Ford	89	Chev	42	Buick	10	R-O-E	9	Pontiac	8	DS-N-P	5	Packard	3	S-WO	2	*	1	—	—
Ark	1042	Chev	461	Ford	399	Plym	57	Dodge	27	Pontiac	22	N-WO	9	Chrysler	8	DS-R	7	Essex	6	B-R	5
Cal.	5104	Ford	1952	Chev.	668	Ply.	382	Buick	249	Rockne	246	Essex	217	Pontiac	190	Stude.	163	De Soto	152	Dodge	120
Conn.	970	Ford	207	Chev	203	Plym	72	Buick	63	Essex	60	Pontiac	58	DS-R	33	Chrysler	29	Packard	28	Dodge	26
Delaware	170	Ford	67	Chev	38	Pontiac	13	Plym	11	Buick	7	Olds	6	E-S	5	DS-WO	3	Hu-N-Pa	2	*	1
Florida	965	Ford	350	Chev	216	Plym	78	Pontiac	29	Essex	27	Buick	17	Dodge	15	Olds	12	Auburn	11	Chrysler	10
Georgia	1012	Ford	309	Chev	293	Buick	42	Plym	38	Dodge	28	Rockne	24	Pontiac	23	Essex	19	O-H	13	WO	12
Idaho	74	Ford	23	Chev	19	Plym	13	Dodge	4	B-G	3	Olds	2	*	1						
Illinois	2979	Ford	917	Chev	638	Plym	250	Pontiac	120	Buick	113	E-WO	97	De Soto	91	Olds	89	Stude	67	Chrysler	65
Indiana	1251	Ford	396	Chev	308	Plym	98	Essex	55	Olds	49	DS-Po	46	WO	43	Buick	30	Ch-D-G-R	25	Pa-S	12
Iowa	1044	Chev.	357	Ford	329	Ply.	74	Essex	45	Pontiac	44	O-WO	34	Dodge	25	Buick	20	Rockne	19	Chrysler	12
Kansas	1321	Ford	440	Chev	437	Plym	84	Essex	60	Pontiac	50	Rockne	28	WO	26	Dodge	24	DS-O	22	Buick	21
Kent'ky	798	Chev	280	Ford	266	Plym	55	E-PO	23	WO	20	Rockne	15	B-DS	13	Chrysler	11	Olds	10	A-D	9
Louisiana	910	Ford	385	Chev	307	Dodge	28	Plym	21	Rockne	19	Nash	17	Essex	15	O-Po	12	B-S	9	DS-Pa	8
Maine	423	Chev.	118	Ford	98	Ply.	36	Pontiac	33	Buick	22	Essex	19	Rockne	16	Nash	13	Dodge	10	Graham	9
Maryl'd	1018	Ford	322	Chev	284	Plym	54	Pontiac	51	Olds	31	Rockne	30	Buick	28	Chrysler	27	DS-D-E	24	WO	23
Mass	2728	Ford	748	Chev	568	Plym	199	Pontiac	188	Essex	141	Buick	134	Olds	75	Nash	73	Packard	62	WO	59
Mich.	2165	Ford	761	Chev	472	Plym	146	Pontiac	113	Essex	95	Buick	75	Olds	74	Rockne	51	D-WO	44	De Soto	40
Minn.	1263	Ford	381	Chev	369	Plym	95	B-O-Po-R	42	WO	35	Essex	34	CH-Pa	24	Dodge	22	G-S	17	Hupp	16
Missouri	1904	Ford	642	Chev	534	Plym	162	Pontiac	76	B-O	56	E-WO	49	Dodge	48	De Soto	37	Chrysler	35	Rockne	27
Montana	269	Ford	86	Chev	65	Pontiac	26	Plym	14	B-O	10	Essex	8	Chrysler	7	[illegible]-WO	5	D-G-S	4	DS	3
Nebraska	634	Ford	228	Chev.	201	Pontiac	45	Ply.	34	WO	23	Olds	22	Buick	15	D-R	10	E-S	9	Chrysler	6
Nevada	67	Ford	20	Chev	17	Plym	5	B-PO	4	DS-D-N-O	3	Rockne	2	C-F-Hu	1	—	—	—	—	—	—
N. Hamp.	279	Ford	83	Chev.	59	Plym	34	E-Po	14	Buick	11	Rockne	10	WO	8	Nash	6	CH-DS	5	D-S	4
N J	2201	Ford	576	Chev	449	Plym	154	Pontiac	119	Buick	114	Essex	82	Olds	80	WO	71	De Soto	62	Rockne	61
N Mex	204	Ford	81	Chev	69	B-Ply	9	Pontiac	7	Rockne	6	N-O	5	Buick	12	WO	2	C	1	—	—
N. Y.	7289	Ford	1802	Chev.	1440	Ply.	632	Buick	397	Pontiac	325	Stude.	313	Olds.	259	Essex	244	WO	241	Chrysler	205
N. Car.	1501	Ford	734	Chev	540	Plym	85	Essex	53	Pontiac	46	Olds	32	Buick	31	Dodge	27	CH-WO	16	A-R	13
N. Dak.	191	Ford	70	Chev	64	Plym	22	Pontiac	7	B-E	5	Nash	4	CH-D-O-WO	3	H-Re	1				
Ohio	3544	Ford	1148	Chev	741	Plym	295	Pontiac	187	WO	158	Buick	141	Essex	132	De Soto	96	Olds	87	Rockne	82
Okla.	1437	Chev	522	Ford	482	Pontiac	75	Plym	71	Buick	52	Dodge	47	WO	28	De Soto	25	Olds	19	Chrysler	17
Oregon	355	Ford	122	Chev	83	Plym	29	B-Po	17	Olds	10	Hu-N	9	D-S	8	E-G-WO	7	Chrysler	5	Rockne	4
Penn	5066	Ford	1339	Chev	1040	Plym	502	Essex	262	Pontiac	230	Buick	210	WO	200	Olds	167	Chrysler	162	D-R	107
R. Island	472	Ford	103	Chev	99	Plym	39	Buick	29	Pontiac	28	Chrysler	25	Essex	21	De Soto	20	R-WO	14	Stude	11
S. C'lina	647	Ford	258	Chev	221	Plym	25	Essex	23	D-Po	16	D-Pa-S	3	DS-O	10	Auburn	7	Ch-Pa	5	Rockne	4
S. Dakota	188	Chev	57	Ford	54	Plym	18	Dodge	9	Rockne	8	E-O	7	Pontiac	6	B-WO	4	A-Ch-G-Hu	2	*	1
Texas	3597	Ford	1438	Chev	1327	Plym	118	Pontiac	112	Buick	107	Rockne	73	Essex	58	Dodge	56	Chrysler	48	De Soto	39
Utah	153	Ford	43	Chev	36	Plym	15	Essex	12	Pontiac	8	De Soto	6	Rockne	4	**	3	H-O-Pa-Re	2	DV-F-L	1
Vermont	192	Ford	44	Chev	39	E-Plym	16	Pontiac	12	B-D	10	WO	9	Chrysler	6	G-N-O	4	Hu-R	3	A-S	2
Virgina	1285	Ford	546	Chev	343	Pontiac	63	Plym	53	Essex	49	Buick	35	WO	27	DS-D	22	O-R	19	Stude	17
Wash	635	Ford	181	Chev	112	Buick	48	Plym	45	Pontiac	38	Olds	28	Essex	26	Rockne	19	S-WO	17	CH-D	16
W. Va.	666	Ford	207	Chev	153	Plym	57	Essex	39	Dodge	27	Pontiac	26	Rockne	21	WO	20	Graham	19	Olds	17
Wisc.	903	Ford	264	Chev	197	Plym	85	Pontiac	48	WO	45	Olds	37	Essex	35	Buick	29	Chrysler	19	Nash	17
D. of C.	812	Ford	287	Chev	199	Pontiac	73	Buick	34	Olds	31	Plym	27	Essex	21	Stude	19	Packard	17	Dodge	16

TUNING UP BUSINESS WITH TUNE-UPS

(Continued from Page 3)

With the idea of securing first-hand information as to results obtained by other service stations in Canada operating under us, I have written a number of these organizations asking them definite questions as to their progress. I am quoting a typical reply which is representative of the general success obtained: "We have been actively promoting motor tune-up for the past two years and have found this a very profitable service. We were practically doing nothing on engine tune-up. . . . In other words, employing very little of our mechanics' time.

"Today we keep one man constantly and two men considerable time to take care of motor tune-up and carburetor work. We can definitely state that motor tune-up has helped us increase our business in other departments. It has offered us an opportunity to sell at retail more ignition cable sets, spark plugs, points, coils, condensers, etc. . . . We always take advantage to get battery work, electrical units, windshield wiper repairs. . . . We might say that the customer's reaction is very favorable, and many of our jobs come to us as a result of a satisfied customer telling his friends. . . . We feel that we have not scratched the surface of the possibilities in motor tune-up, and are at the present time engaged in a campaign for just this type of service.

An analysis of parts purchases made by official service stations from our organization indicates generally that those stations actively engaged in engine tune-up have held their own or increased their business with us, whereas those who are not doing engine tune-up have reduced purchases.

And now, what is this engine tune-up service, which has produced the results described?

In brief, the service consists simply of restoring the original standards of adjustment which have been varied by normal wear and tear. It is an established fact that normal wear on distributor points, spark plugs and other components of the ignition and carburetor system, after 3,000 miles of driving, will reduce performance and increase gasoline consumption. The restoration of these standards of adjustments will bring back the full power and performance of the engine, assuming, of ocurse, that mechanical standards of compression are maintained.

I have some very positive views on the subject of motor tune-up. I believe that there is only one way to do the job, and that is to do it right from beginning to the end. You can do a perfect ignition job and still send the customer away disgruntled if his car does not perform satisfactorily because of trouble with carburetion, valves or other adjustments. As a matter of actual record, we refuse to perform an engine tune-up on about 25 per cent. of the jobs tendered to us for this service, because of defects which we are not in a position to correct — mostly compression and valves.

Before accepting a car for an engine tune-up, we make a careful inspection and test and are able to tell whether it has bad valves, poor compression, etc. If we know that we cannot turn out a completely satisfactory job, we refuse to handle it and refer the owner to his dealer for necessary mechanical repairs. The impression you make on the owner by refusing to accept his money for a service that you cannot complete satisfactorily is worth all it costs in advertising your organization and the value of your referring mechanical repairs back to the dealer is not to be overlooked.

Do it RIGHT or stay out of it, if you wish to protect your business reputation.

There are many possibilities in the further development of engine tune-up.

We have recently been working with several large distributors of gasoline, with a view to having them promote engine tune-up, and today we have one such large distributing organization referring to us any owners who complain of poor mileage or poor performance.

We conduct engine tune-up clinics to instruct car dealer mechanics in proper engine tune-up and have held clinics for over 1,200 mechanics in one season. It has been said that we are giving away our trade secrets. As a matter of fact and from proven experience, we show the dealer service mechanics how to do better those things they will do anyway and, without definitely so stating, show him many things that we are much better able to do. This practice secures car dealer co-operation and softens our aggressive competitive effort.

It might appear to you that we take the credit for developing engine tune-up. As a mater of fact, such is not the case. All that we have done is to employ the tools fashioned for us by the combined efforts of carburetor, electrical equipment and car manufacturers and put them to use. These tools are available to all of us, and if we use the means at hand we "Can Tune-up Business With Tune-up Service."

December Production Estimated at 125,000

(Continued from Page 1)

those needs are going to be more modest than in some other years.

However, in addition to the big producers in the lowest price bracket, Ford, Chevrolet and Plymouth, plus the other companies now in production, a dozen other manufacturers will swing into vehicle assembly in December. Pontiac and Olds of the General Motors family will begin turning out vehicles. Willys-Overland will start production in Toledo, De Soto and Chrysler divisions of that family will swing into active production. All the Detroit independents who have not yet gotten started will go into action. Auburn is due for a start on its new stuff during the next few weeks. So, taken all in all, considering dealer stock conditions, it is not too much to expect 125,000 production for December.

If our estimates for November and December prove reasonably accurate, the production picture for the final quarter of 1932 would be somewhat like 266,857. In the final quarter of 1931 the total output was 275,669 vehicle units. Also, granting that our estimate is near the exact figure, we may add the 90,000 and 125,000 output for November and December to the ten months' production total now in hand of 1,205,963 vehicle units and get a total for the whole year 1932 of 1,410,963.

DE SOTO TO LAUNCH 1933 SALES CAMPAIGN IN DETROIT THURSDAY

(Continued from Page 1)

will be addressed by Fred M. Zeder, vice-president of the Chrysler Corporation in charge of engineering.

In the evening will be a jubilee dinner in celebration of De Soto's success this year. On Friday and Saturday the field organization, consisting of district managers and representatives, will hold business sessions at the Statler.

In order to speed up the meeting program and get the De Soto message to dealers from coast to coast, within a short space of time, four groups of De Soto executives will conduct meetings simultaneously in various cities.

STERLING ANNOUNCES DIESEL POWERED TRUCKS

Milwaukee, Wis., Nov. 28.—Sterling Motor Truck Company has announced a new line of trucks, powered with Diesel motors, and three of them have been sold to purchasers in California. Thus far, thirteen models with Diesel engines have been developed. Sterling is the first manufacturer in this area to use Diesel engines in trucks.

Inquiries have been numerous, both on the new trucks and old lines, and if they materialize into orders will necessitate a considerable increase in activity at the plant, it was announced. A large volume of export business is pending, inquiries having increased almost 100 per cent. in the last month.

CENT-A-MILE TRUCK TAX PLAN IN MASS. NOW BEING STUDIED

Springfield, Mass., Nov. 28. — The Transport Associates of the Springfield Chamber of Commerce will take no action on the proposed drastic excise tax on certain truck owners at the rate of a cent a mile, A. A. Beauregard, chairman, said last night, until a study has been made of the proposed law.

He said that immediate steps would probably be taken by the associates to learn the exact implications of the bill and that if the matter is as reported it would be one of the first to come before the opening meeting of the associates.

The main points of the proposed bill as reported from Boston are as follows: Owners of all trucks or trailers of more than two tons using the highways for transporting of merchandise, foodstuffs, furniture, machinery or equipment of all kinds for hire shall secure a permit from the state Department of Public Utilities before registration.

If the trucks or trailers are to be used outside a twenty-mile radius the utilities department would issue a permit upon the filing of a bond of $1,000 payable to the Commonwealth and agreement of the applicant to pay one cent per ton a mile for all tonnage hauled. Returns would be made within fifteen days of the last day of the preceding month.

The department would designate what routes out-of-state trucks should follow. Main arteries of travel would be kept open for pleasure cars between midnight Saturday and midnight Sunday. All fees collected would be returned to cities and towns in proportion to the amount of state tax paid by them.

If it is true, as reported, that the excise tax would be a cent a mile per ton caried, Mr. Beauregard said that it would be "a tremendous tax" and "out of reason." But before any definite statement could be made, Mr. Beauregard said, the associates must first determine how the bill proposes to levy and collect.

CHRYSLER KANSAS CITY MOVES ITS HEADQUARTERS

Kansas City, Mo., Nov. 28.—The Chrysler Kansas City Company is moving its headquarters from 1901 Grand Ave. to its new building at 1414 Baltimore Ave. in this city. The new location is between 14th and 15th Streets on Baltimore Avenue. The present telephone number, Harrison 7500, will continue at the new address.

The new location gives the company larger and more convenient facilities than the old place of business.

Ten Passenger Car Sales Leaders, September, 1932

Comparative Figures for October, 1932, on Page 10

SEPT., 1932 State	Sales	First		Second		Third		Fourth		Fifth		Sixth		Seventh		Eighth		Ninth		Tenth	
Alabama	685	Ford	319	Chev	265	Plym	24	WO	12	Stude	10	Pontiac	9	Rockne	7	Buick	6	CH-E	4	Olds	3
Arizona	213	Ford	97	Chev	45	B-Po	13	Essex	9	Plym	8	DS O R S WO	4	Packard	3	Nash	2	DV-D-Hu	1	—	—
Ark	371	Ford	158	Chev	149	Plym	22	B-R	5	DS-D-N-Po-WO	4	CH-O-S	2	A-C-E-G-Pa	1	—	—	—	—	—	—
Cal.	6021	Ford	2426	Chev.	993	Ply.	455	Rockne	257	Essex	224	Buick	189	De Soto	163	Pontiac	160	Stude.	148	Graham	138
Conn.	1271	Ford	302	Chev	260	Plym	168	Pontiac	71	Essex	70	Buick	53	CH-R	36	De Soto	34	Olds	24	Stude	23
Delaware	213	Ford	73	Chev	60	Plym	21	B-Po	10	Olds	6	Ch-E	5	R-S	4	N-Pa	3	DS-D-WO	2	C-LS	1
Florida	1135	Ford	410	Chev	303	Plym	80	Essex	39	Pontiac	33	Chry	25	Buick	17	G-O	13	A-D	9	De Soto	8
Georgia	1183	Ford	468	Chev	378	Plym	53	B-Po	36	Essex	28	D-R	19	Stude	16	WO	15	Ch-O	14	Graham	10
Idaho	115	Chev	44	Ford	39	Plym	6	Olds	4	E-N	3	*	2	A-C-R	1	—	—	—	—	—	—
Illinois	4325	Ford	1291	Chev	967	Plym	595	Pontiac	165	Essex	142	De Soto	115	Olds	103	Buick	99	WO	93	Stude	91
Indiana	2231	Ford	725	Chev	554	Plym	238	Essex	113	De Soto	74	Pontiac	70	WO	65	Rockne	62	Buick	49	Olds	48
Iowa	1438	Ford	488	Chev.	470	Ply.	106	Essex	67	Pontiac	53	WO	44	Olds.	33	Buick	24	CH-R	23	Dodge	22
Kansas	1786	Ford	652	Chev	550	Plym	144	Essex	95	Pontiac	66	WO	39	Rockne	33	Buick	28	Olds	27	Dodge	24
Kent'ky	1136	Ford	371	Chev	363	Plym	133	Essex	37	WO	27	D-R	26	De Soto	24	Pontiac	21	Chrysler	13	Buick	12
La.,	1099	Ford	423	Chev	404	Plym	39	Rockne	30	Dodge	25	N-Po	22	Buick	17	Olds	15	Essex	12	WO	11
Maine	606	Chev.	166	Ford	140	Ply.	59	Essex	53	Pontiac	45	Buick	22	Nash	16	Olds.	15	R-S	14	Dodge	9
Maryl'd	1381	Chev	505	Ford	423	Plym	93	Pontiac	48	E-R	39	Buick	33	De Soto	24	Olds	23	Graham	22	Stude	21
Mass	3527	Ford	920	Chev	778	Plym	368	Essex	245	Pontiac	179	Buick	146	Rockne	101	Olds	97	Nash	93	Chrysler	69
Mich.	3478	Ford	1310	Chev	775	Plym	285	Essex	211	Pontiac	140	Olds	104	Rockne	69	Buick	67	De Soto	65	Graham	58
Minn.	1457	Chev	483	Ford	434	Plym	148	Pontiac	43	Rockne	39	Olds	36	Buick	35	Essex	34	WO	33	Stude	26
Missouri	2642	Ford	899	Chev	755	Plym	287	Buick	78	Pontiac	74	Essex	69	Olds	67	De Soto	62	Graham	50	WO	44
Montana	236	Ford	80	Chev	69	Plym	27	Pontiac	10	Buick	8	E-N-WO	6	O-R	5	Franklin	3	G-S	2	*	1
Nebraska	777	Ford	308	Chev.	235	Pontiac	41	Ply.	40	Rockne	23	Olds.	20	B-E-WO	16	CH-S	11	Dodge	7	Nash	6
Nevada	148	Ford	51	Chev	42	Plym	12	Pontiac	8	B-S	5	A-Ch-DS-D-R	3	G-LS-O-Pa	2	DV-L	1	—	—	—	—
N. Hamp.	453	Ford	129	Chev	124	Plym	48	Essex	27	Pontiac	19	B-R	17	Chrysler	11	G-N	9	WO	8	De Soto	7
N J	3393	Ford	919	Chev	823	Plym	334	Buick	152	Pontiac	149	Essex	139	De Soto	84	Olds	82	Rockne	81	WO	80
N Mex	132	Ford	57	Chev	53	Plym	5	B-Po	4	Ch-D-G	2	DS-R-WK	1	—	—	—	—	—	—	—	—
N. Y.	10230	Ford	2534	Chev.	2224	Ply.	1158	Buick	526	Stude.	381	Essex	361	Pontiac	360	Olds	279	Chrysler	268	De Soto	259
N. Car.	1200	Ford	497	Chev	416	Plym	66	Essex	52	Chrysler	26	Pontiac	18	B-O	14	Dodge	11	Stude	10	De Soto	9
N. Dak.	285	Ford	114	Chev	99	Plym	24	Rockne	11	B-O-S	6	DS-WO	4	D-E	3	*	1	—	—	—	—
Ohio	4375	Ford	1314	Chev	956	Plym	519	WO	241	Essex	220	Pontiac	145	De Soto	126	Olds	99	Graham	95	Rockne	88
Okla	1804	Chev	719	Ford	589	Plym	126	Pontiac	67	Buick	53	Dodge	49	De Soto	29	Olds	27	Essex	24	Auburn	18
Oregon	369	Ford	152	Chev	92	Plym	25	Buick	14	Olds	12	E-Po	10	DS-D	8	Chrysler	7	Nash	6	G-L-R-S	4
Penn	6866	Ford	1798	Chev	1484	Plym	881	Essex	377	Pontiac	290	Buick	242	WO	226	Chrysler	211	Olds	189	De Soto	182
R. Island	545	Ford	134	Chev	90	Plym	64	Pontiac	48	Essex	31	Buick	30	De Soto	21	R-WO	17	CH-D-N-S	11	G	10
S. C'lina	662	Ford	314	Chev	219	Plym	31	Essex	20	Pontiac	17	Chry	10	Dodge	6	B-DS-H-R	5	A-Hu-O-WO	3	Reo	2
S. Dakota	302	Chev	104	Ford	101	Plym	25	Rockne	13	Olds	12	Essex	9	CH-D	7	Pontiac	6	B-WO	4	Nash	3
Texas	5253	Chev	2058	Ford	2050	Plym	205	Pontiac	142	Buick	128	Rockne	91	Chrysler	71	Dodge	67	Essex	65	De Soto	50
Utah	236	Ford	72	Chev	66	Plym	18	Essex	17	Pontiac	11	Graham	10	De Soto	8	Packard	6	B-D-O	5	Rockne	3
Vermont	294	Ford	77	Chev	67	Plym	31	Essex	24	Pontiac	14	B-O	11	WO	9	Packard	7	Rockne	6	DS-G	5
Virginia	1726	Ford	744	Chev	508	Plym	88	Essex	73	Pontiac	64	De Soto	35	Dodge	31	Buick	30	WO	28	Graham	22
Wash	724	Ford	248	Chev	152	Plym	66	Rockne	31	Pontiac	30	Buick	29	WO	23	Essex	20	Nash	17	Ch-O-S	16
W. Va.	773	Ford	271	Chev	209	Plym	83	WO	31	Essex	30	Dodge	29	Pontiac	21	Chry	16	Rockne	14	Graham	11
Wisc.	1596	Ford	432	Chev	413	Plym	185	Essex	88	Pontiac	61	Olds	49	WO	48	B-N	41	Stude	34	De Soto	33
D. of C.	893	Ford	329	Chev	239	Pontiac	60	Essex	34	Plym	27	Buick	25	Stude	22	G-O	17	C-D	15	A-N-Pa-R	13

KEY TO ABBREVIATIONS AND SYMBOLS

A—Auburn, B—Buick, C—Cadillac, Ch—Chrysler, DV—De Vaux, DS—De Soto, D—Dodge, E—Essex, F—Franklin, G—Graham, H—Hupmobile, Hu—Hudson, LS—La Salle, L—Lincoln, N—Nash, O—Oldsmobile, Pa—Packard, P—Plymouth, Po—Pontiac, Re—Reo, R—Rockne, S—Studebaker, WK—Willys-Knight, WO—Willys-Overland. *All cars in this position registered only one. **Buick, Dodge, Hudson, Nash, Studebaker and Willys-Overland. *—Buick, Cadillac, De Soto, Dodge, Graham and Pontiac.

The True Story of the American Wage-Earner as a Stabilizing Force

We promised to give to you important operators of American business affairs, who are apparently among the readers of these pages, some rather direct information regarding the equally important mass of America's wage-earners who are now in the forefront of your minds.

It is not our purpose to discuss this great American wage-earning mass as a market for your products. If, in your judgment, they are not a market, then you may as well close up shop. American factories, including your factory, are geared for mass production. And the only place you can get the mass consumption necessary for such production is in your overpoweringly great wage-earning masses. *Selected, of course, from amongst that mass that is still employed and best employed; but there is no longer even a desperate hope of any great market in any other class.*

* * * * *

Our purpose is rather to discuss the stability of that wage-earning mass, the tremendous job it has done in holding the boat steady during the past three years when the very captains have been most doubtful of the outcome, its position now as you come into calmer seas, *and its capacity to carry on as you lay your course toward the harbor of prosperity.*

First of all, please be advised that we do not presume to speak *for* the wage-earners of America, but we do feel very capable of speaking *of* them. True Story Magazine is at the receiving end of many, many thousands of their letters and manuscripts, all too real in their personal expression and far too numerous to have any doubt of their authenticity.

These letters and manuscripts tell us in no uncertain terms that the American wage-earner still wants the good things of life, the more cultural things with which he was getting acquainted in 1928 and 1929, that his spirit has in no wise been broken, *and that his capacity for getting these things under a process of selectivity is about the same as yours.*

True Story is fortunate in always having about two million of this selected group that is still employed, and well employed. We know this because True Story is mainly sold on the newsstand from month to month. It is practically the only magazine that wage-earning America does buy. And we know from long experience that when wage-earners get out of a job, or when things tighten up, the first thing they stop buying is a magazine.

This magazine has *always* been a perfect barometer of employment and *a perfect barometer of employment is always a perfect barometer of sales.*

* * * * *

So first we take our innumerable human documents here at True Story Magazine to find out whether the wants and desires and ambitions of the wage-earners are still the same. Then we try to see whether they are getting any of these things in the more selected groups where capacity still remains, and then we go over to *your* side of the fence and see how this desire and capacity is reflected in what *you* are doing at the factory end.

Almost any product is as good to check on as any other. Automobiles are probably the hardest test; so let's take them.

Toward the end of this year of our Lord 1932 the biggest selling automobile amongst the higher priced cars—that is, cars that sell for a thousand dollars or more—represents only about five percent of the total sales of automobiles. And in its advertising, this car claims a sale three times as great as any other car in its class.

Each of the two most famous, best known makes of high priced automobiles *this year represents less than six-tenths of one percent of the total automobile sales.*

All of the automobiles of all of the automobile companies that come above the first price levels represent less than thirty percent of the total sales.

So you have over seventy percent of the total automobile output for 1932 concentrated in Plymouths and Chevies and Fords and Rocknes and Essexes.

These are facts about which a considerable amount of thinking can be done. Of course, quite a few of you malefactors of great wealth, as you used to be popularly called, are now riding in Plymouths and Chevies and Fords. But all recent surveys show that a very high percentage of these Plymouths and Chevies and Fords *are still going to the great wage-earning market where they have always gone.* In fact, one of the three big automobile companies just recently checked this up and found it so.

It is exceedingly interesting how we are able here at True Story to take the mass of grist that comes to *our* mill, get the perfect reflection of what it means, and then go out and find it verified in *your* mill.